

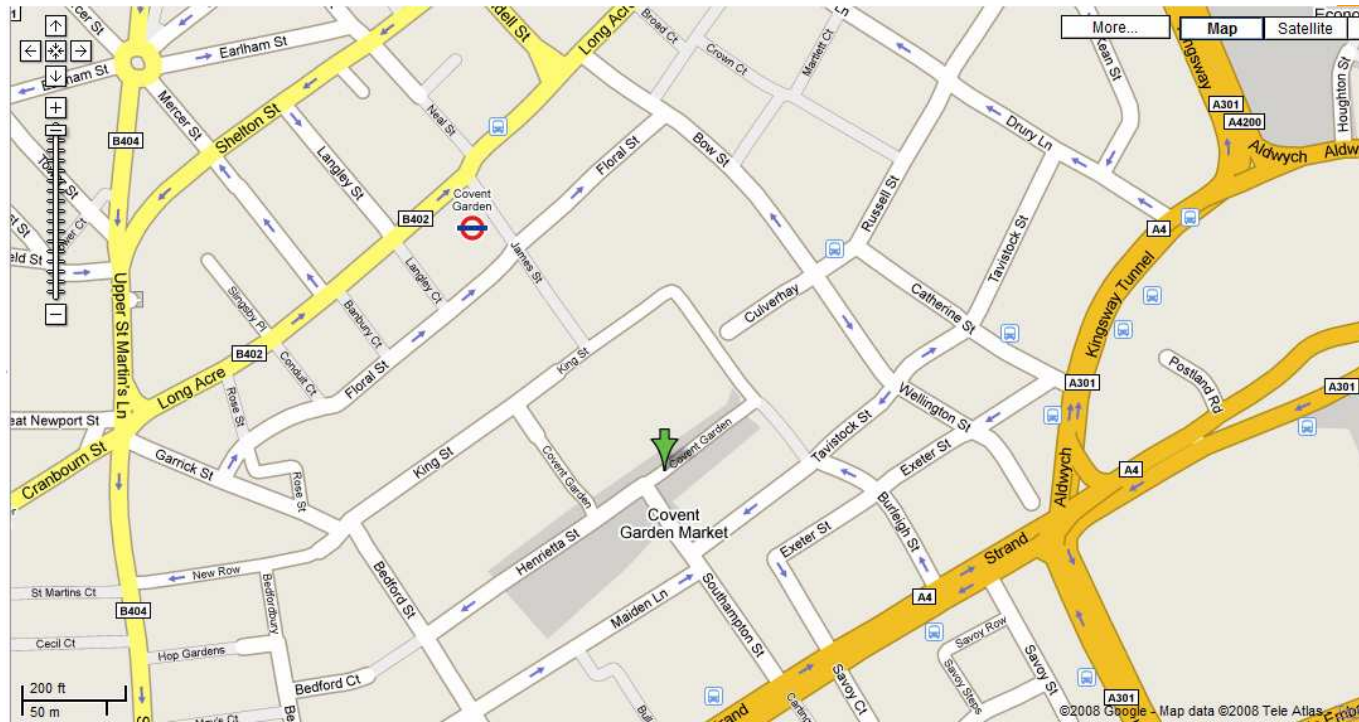


Covent Garden

WHAT CHARACTERISTICS OF THE CBD DOES COVENT GARDEN HAVE?

Introduction

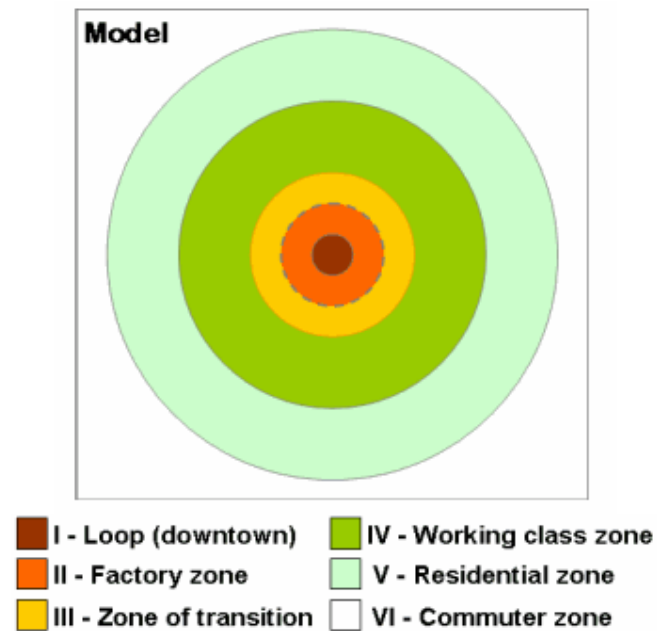
Covent Garden is characterised by high population densities.



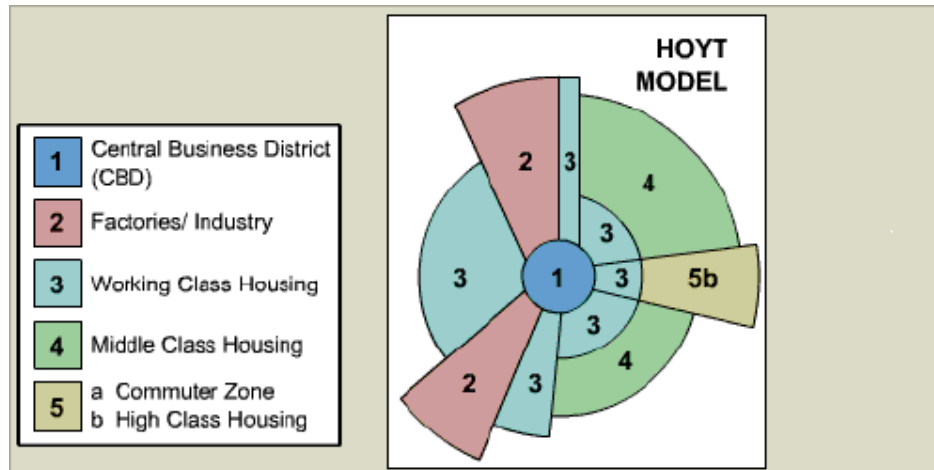
This is the map of where Covent Garden is. It is situated in Westminster-W2 and the Covent Garden station is just north of the market.

My hypothesis is that “Covent Garden is characterised by high population densities” which I would prove using pictures, pedestrian counts, statistics, questionnaires and a look at the land uses of Covent Garden. The reason for this investigation is to assess in depth whether Covent Garden is in the London CBD which I will be doing by completing the above procedures on a field trip to Covent Garden.

Covent Garden is a cultural hotspot with many talented street actors a great selection of independent retail shops and restaurants creating a very diverse leisure centre which is easily accessible for tourists as it has many transport links. The most diverse and active place is a vast open space called the piazza which has two levels with street performers and small market stalls selling a range of interesting things. Covent Garden acts as a hotspot for entertainment and leisure for London’s tourists visiting the CBD. Covent Garden has perfectly accommodated the masses of national and international tourists and made it as part of the CBD.



- **Zone I:** Central Business District (CBD) where most of the tertiary employment is located and where the urban transport infrastructure is converging, making this zone the most accessible.
- **Zone II:** Immediately adjacent to the CBD a zone where many industrial activities locate to take advantage of nearby labour and markets. Further, most transport terminals, namely port sites and rail yards, are located adjacent to the central area.
- **Zone III:** This zone is gradually been reconverted to other uses by expanding manufacturing / industrial activities. It contains the poorest segment of the urban population, notably first generation immigrants living, in the lowest housing conditions.
- **Zone IV:** Residential zone dominated by the working class and those who were able to move away from the previous zone (often second generation immigrants). This zone has the advantage of being located near the major zones of employment (I and II) and thus represents a low cost location for the working class.
- **Zone V:** Represents higher quality housing linked with longer commuting costs.
- **Zone VI:** Mainly high class and expensive housing in a rural, suburbanized, setting. The commuting costs are the highest. Prior to mass diffusion of the automobile (1930s), most of these settlements were located next to rail stations.



So according to the burgess model and Hoyt model in the CBD there is a lot of transport links and employment is mainly in the tertiary sector. This is in accordance with Covent Garden as many buses pass Covent Garden and there is an underground train station there as well. So Covent Garden has a lot of transport links which means that according to the burgess model it has a characteristic of the CBD. Covent Garden also has mainly a tertiary sector workforce as seen on the land use map where the workforce is providing a service- another characteristic of the CBD seen in Covent Garden. I can refer to these two models to prove my hypothesis as the burgess model says there is more transport in the CBD which there is in Covent garden and there only needs to be more transport if there is a high pedestrian density.

Methodology

In this methodology I will be explaining what I am going to do to try and prove my hypothesis. My hypothesis is that the high pedestrian density of Covent Garden proves that it is in the CBD. My primary pieces of data will be statistics, pictures, pedestrian count and a look at the land uses. I will now represent this in a table:

Method	Location	Concept	How?	Presentation	Positive	Negative	Improvement
Statistics	On the internet or in a library	To compare and combine with the information I collected.	Search the internet or look in a library for some statistics about how many tourists come to Covent garden, how many people commute there for work and the times it gets busy or empty	In paragraphs	A reliable source of data as it is done by professionals and you could compare and combine with my own collected data to improve and strengthen the credibility of my data.	The statistics might be hard to find and when you do get to them they might be out dated as statistics vary greatly over time.	Use only statistics that have been updated recently and which seems realistic.
Pictures	In and around Covent Garden especially in the plaza	To prove my hypothesis of high pedestrian densities and to explore the land uses of Covent Garden	Take pictures of most of the land uses and congested areas of Covent Garden to back up any of my claims of a lot of retail shops and restaurants and high pedestrian densities	Will be pasted in the relevant sections in the conclusion of our study of Covent Garden.	Will help provide proof of claims such as Covent Garden is characterised by high population densities and their land uses are mainly retail shops and restaurants.	The problems with taking pictures are the scale of the pictures, the quality and what the weather is like.	Use a good camera to get the best possible picture quality and scale. If the weather is bad take pictures close up.

Pedestrian count	Near the train station, the shops and the plaza and on the main roads	To count how many people pass through maybe 10sq meters to give us an idea of how dense it is.	Set up an area in a chosen location and count the amount of people who pass through that working out the average density of whole Covent garden.	This will be in paragraph form in the conclusion of my coursework.	It will be the main source of gathering data for my hypothesis and is a huge piece of evidence to prove my hypothesis.	Counting may become impossible in the high concentration areas such as the tube station.	Count pedestrians in the medially congested areas of Covent garden such as long acre and factor in the highly congested areas such as the tube later.
A look at land uses	All of Covent garden.	This will tell us what sort of people are in Covent garden as if it was mainly shoppers then the land uses will be mainly retail shops.	Look at the land use every 10 meters and note down whether it is tall or low and list what it is used for (shops, flats or offices).	This will be in paragraph form in the conclusion of my coursework.	This will tell you what the pedestrians are coming to Covent garden for and can be combined with the questionnaire to reinforce my hypothesis.	The shops in the middle of these measurements may be different to the ones at either end.	You can change the measurements in between each time you count the land use to be able to see a variety of land uses e.g. 10 meters then 5 then 10 again and so on.
Questionnaire	In and around the congested areas of Covent garden to counteract bias and get the most answers.	To outline why people are in Covent garden, how they got here and what they think about it.	Approach and question an equal amount of men and women of different types of culture and age to create a reliable questionnaire.	As a tally chart where 1 person is represented by a simple line.	A way to collect my own information on why people and what people think of Covent garden and what is Covent garden most populated by (tourists	The negative side of the questionnaire is that people may not bother to stop and it is easily made biased therefore inaccurate.	Actively prevent against being bias.

					national and international, shoppers or workers)		
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Pedestrian count- I will use this method as this would give me a clear and direct picture if my hypothesis is correct. On my field trip to Covent Garden I will count the amount of people who walked past me in 1 minute and 35 seconds on the 15 main roads of Covent Garden and assess the results which I will place in my conclusion. I will also support this count with pictures from the internet.

Pictures- Are a great way to prove my hypothesis and support my pedestrian count but these pictures would be secondary data from the internet. Pictures are vital to provide evidence for the overall investigation.

Statistics- these will show the official numbers for what the place is used as so we can draw a conclusion from it to support my hypothesis. For example if there is many commercial shops were the percentage of these outlets is the highest it will prove my hypothesis as they need a high pedestrian density to sustain all these retail outlets. This will be collected from the internet or a library.

A look at land uses- this will help as if there is a lot of entertainment and retail outlets there must be a lot of pedestrians as that's who they are catering for. You couldn't have a high amount of retail and entertainment units outside the CBD with minimal pedestrians as you'll shut down. This will be done by recording the outlets what they are and looking at the statistics to combine primary and secondary data to provide accurate feedback in which we can draw a conclusion.

Questionnaire- this is a vital as we can obtain primary statistical values by counting the amount of people who answered yes or no to my personally made questions. We will ask a certain number of men and women from different cultures to eliminate bias which will give us a reliable questionnaire in which to work.

Conclusion (results of field trip)

This is where I will showcase all the data I collected on my research trip to Covent Garden.

Questionnaire Statistics- this is interpreted from my questionnaire which was collected from the people in Covent Garden. The questionnaire was asked to 20 females and 20 males to evict any bias.

When asked how people made their way to and from Covent Garden 5/40 people said they cycled, 6/40 walked, 6/40 commuted from out of London to Covent Garden but the vast majority used public transport from within London 23/40. The thing that is most interesting is that out of 40 people not one person used private transport such as car, we can conclude that most people are using public transport within London and are avoiding using cars as there are no parking spaces and may be congested.

25 out of 40 people questioned said they used the restaurants and bars situated in Covent Garden the 15 people who said no was normally because they said it was too expensive or they had no time to sit and stop. Most of the 25 people who do use them were going there after work or the tourists using the entertainment in Covent Garden.

19 of the 40 questioned said they do use the retail stores; these were normally the people who are in Covent Garden for shopping or are tourists. The people in Covent Garden for work are the people who make up the majority of the people who said they don't use the retail stores. 29 out of 40 people said the evening rush hour is the busiest suggesting that everyone is out using the Covent Garden entertainment and the workers are all coming out to go home but 10/40 also said that the lunch rush hour is the busiest which is a considerable amount. Combined with the information that 37 out of 40 people said on a scale of 1 to 5 Covent Garden was rated 3 and 4- 3 people also suggested it was a 5 telling us that the evening must be a very congested time in terms of traffic and pedestrian densities.

Looking at our statistics from our questionnaire this tells us that the high pedestrian densities are due to the entertainment facilities such as street acts, restaurants and bars and theatre. There is also a massive workforce of financial workers, business men and employees for the things like entertainment, retail stores and cleaners. This high amount of both types of people creates a hotspot for high densities of people which is backed up by my pedestrian count of different streets in Covent Garden.

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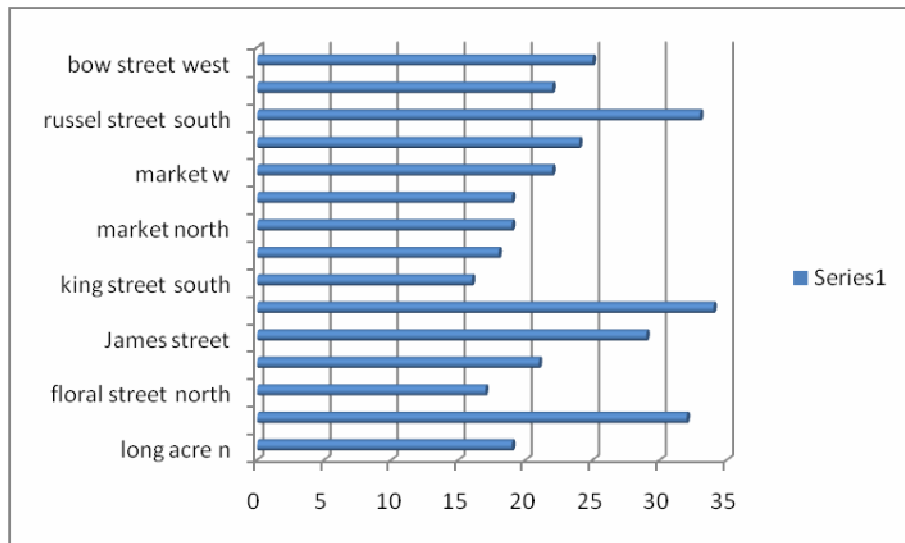
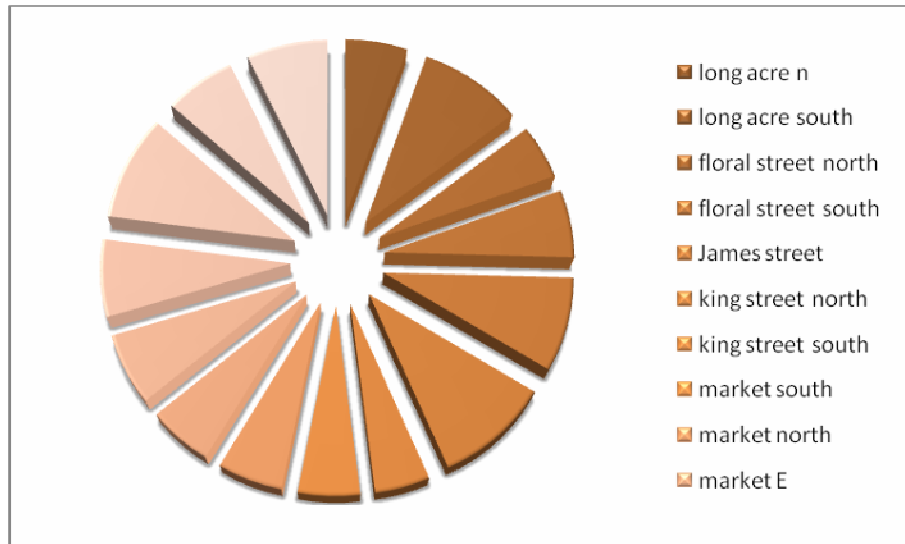
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OFFICIAL STATISTICS- the population is currently between 6,000 and 6,500 people. There are 102 Bars and Public Houses, 127 Restaurants, 127 Sandwich Bars and Cafés, 21 Theatres, 12 Hotels & Conference Centres, 11 Clubs, 11 Off-licences, and 1 Cinema in Covent Garden. The high number of entertainment facilities means there must be a high pedestrian density as they would have no business if there weren't- more evidence that Covent Garden is characterised by high pedestrian densities.

PEDESTRIAN COUNT- this is where I look at if Covent Garden has a high pedestrian density by studying the results of my pedestrian count. These two charts below represent the information from Covent Garden which was taken by the amount of people who walked past me in 1 minute and 35 seconds.

long acre n	19
long acre south	32
floral street north	17
floral street south	21
James street	29
king street north	34
king street south	16
market south	18
market north	19
market E	19
market w	22
Russell street north	24
Russell street south	33
bow street east	22
bow street west	25

This pie chart represents all the results from the pedestrian count shown in the table above. Going clockwise it shows long acre south, king street north and Russell street south taking the biggest



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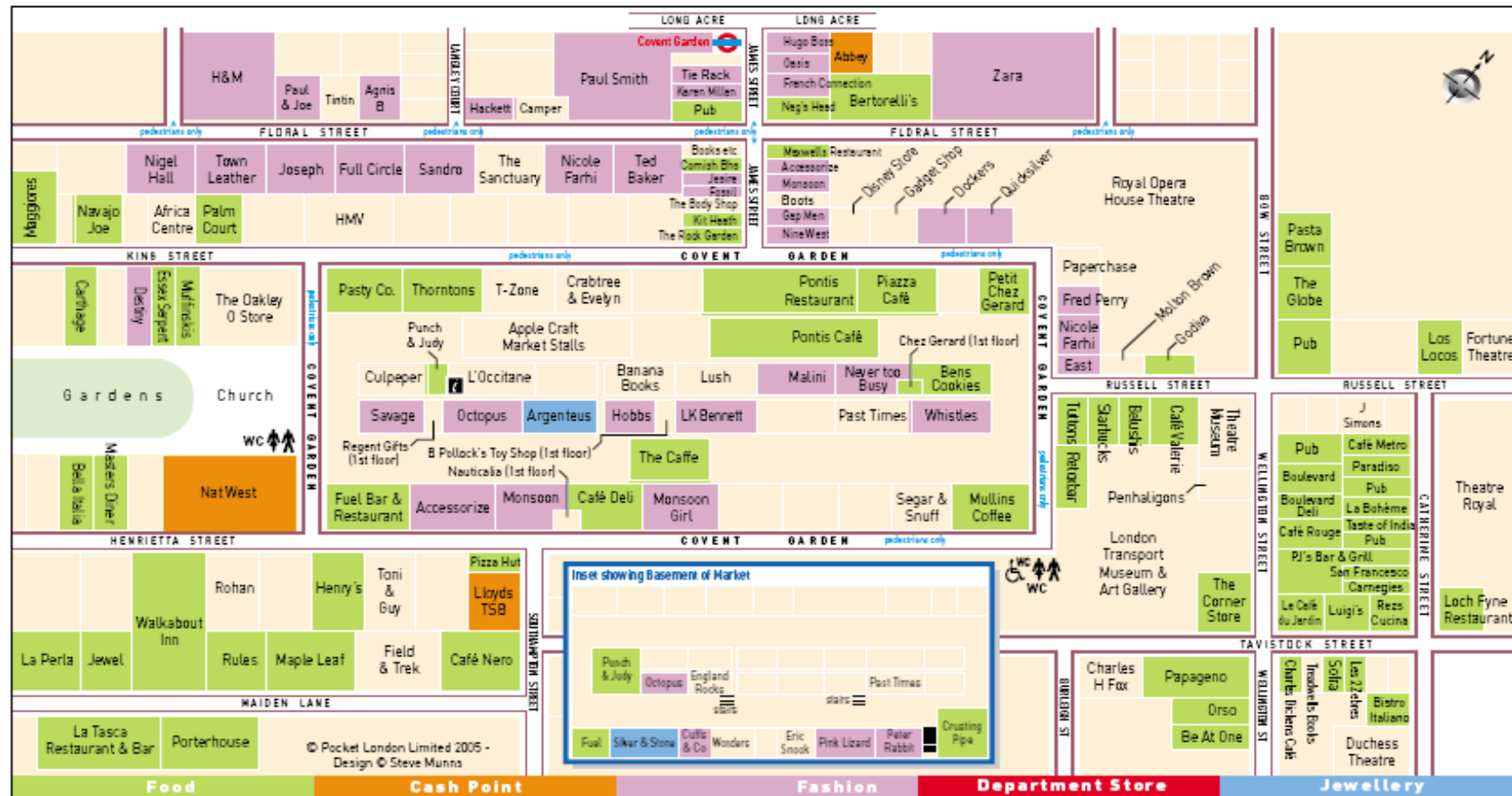
As you can see there is a high pedestrian density on each street with high numbers of counted people as that was the amount in only 1 minute and 30 seconds. This shows Covent Garden to be in the CBD. If you compare these results of the pedestrian count with other places in the CBD such as Victoria it is very similar with only the land uses changing slightly.

Pictures:



As you see in the right picture there is an extremely high amount of pedestrians which is indicating it is at a peak time such as lunchtime or evening. This is photographic evidence of a high pedestrian density supporting my hypothesis but also shows Covent Garden to have a largely commercial land use giving further evidence for my hypothesis. There is not more than 1 meter between each person creating a high pedestrian density.

Land uses:



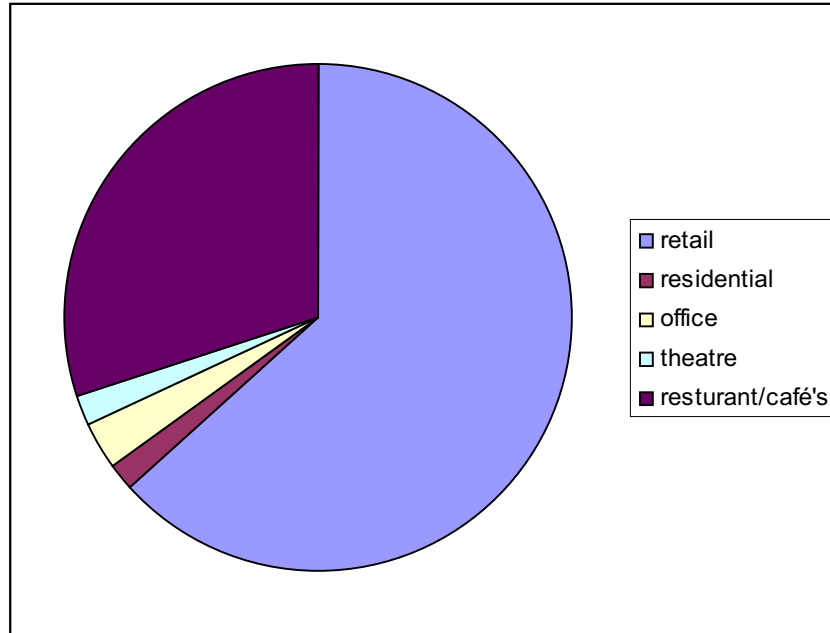
Covent Garden land use:

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RETAIL	123
RESIDENTIAL	3
OFFICE	6
THEATRE	4
RESTAURANT/CAFE	58

Total amount of places is 194.



This pie chart represents the information above in the table. It shows us that there is a high amount of retail stores, further evidence of my hypothesis as if there wasn't a high pedestrian density there would be no customers for all those retail stores. Also the high amount of restaurants and café's also suggests a high pedestrian density and is a characteristic of the CBD in itself. In looking at the land uses it seems that café's and restaurants are unevenly scattered throughout Covent Garden but retail shops are often adjacent or opposite to each other which says there are many of them.

Looking at Statistics, pictures, the amount of pedestrians, land uses and the results of the questionnaire I have tested and concluded they all match to known parts of the London CBD and is the evidence to support my hypothesis 'Covent Garden is characterised by high pedestrian densities'. You can compare Covent Garden with confirmed places of the CBD and notice that they have many similarities in all of the above that characterise a CBD and these are all reasons for the high pedestrian densities in which Covent Garden is characterized.

