

Preston Fieldwork

Identifying The Question

We want to delimit the CBD of Preston. We will find out if Preston's CBD has a core and a frame. This question will help me to identify the aims of the investigation.

Developing a Strategy

I will use land use maps of the CBD of Preston to find out how the land is used. I will do this because they will help me to determine the limits of the CBD.

I will also count the number of pedestrians will decrease as I get further away from the PVLI.

I am going to look at the shop appearances and I predict that the appearance of the shops will worsen and the quality will decrease as my distance increases from the PVLI.

I will look at the street quality/appearance and I predict that the quality of the streets will decrease, as I get further away from the PVLI.

I am also going to look at the types of shops in Preston and I predict that there will be an influx of low order shops as my distance from the PVLI increases.

These strategies will help me discover the important facts about the CBD of Preston and to delimit a core and a frame for the CBD.

Data Collection

I am going to use several different methods to collect my data from this fieldwork experiment. These are things such as land use maps, questionnaires, shopping quality/ street appearance recording sheets and a functions recording sheet, which will tell the function of each building in Preston. Also, from this I will form a choropleth functions map to aid me with my fieldwork.

The first type of data I collected was the function of each building in the CBD. I did this by creating a sheet with different categories. I then used a land use map of Preston CBD and gave each building a number. This made it easier for me to put each of the building of the categories on the sheet.

I carried out a transect of the CBD a land use map and I stop at ten different stops. At each of the points I carried out a pedestrian count. This has helped to support my hypothesis that the number of pedestrians will decrease from the centre of Preston's CBD. The results are:

Stop	Pedestrian count after five minutes
1	228
2	130
3	70
4	12
5	21
6	16
7	10
8	4
9	4
10	6

I used the shopping quality/ street appearance recording sheet to sustain my theory that the shop quality will decrease as I get further away from the CBD. The results are as follows:

Stop	Shopping Quality (/25)	Street Appearance (/25)
1	23	23
2	20	18
3	15	11
4	11	12
5	11	9
6	8	10
7	20	8
8	1	10
9	1	8
10	1	11

The higher the score the better the street appearance and street quality was. Therefore stop one which was Marks and Spencer's in the CBD had the best shopping and street quality.

I also used the town functions recording sheet to record the types of shops that were situated in my transect. This was to determine the type and quality of the shop. For example, if it sells high order or low order goods, e.g. umbrella shops are low order, where as department stores, are high order. Therefore this is delimited as being in the core.

Analysis

From collecting all the data about Preston's CBD and PVLI I have discovered many things that will help me to determine if Preston had a core and a frame.

One of the first things that I have discovered is that the functions of different buildings change as the distance from the CBD increases. For example, the older buildings in the CBD have a government or state function where as the more modern buildings have a leisure function.

Also the quality of the building decreases as distance from CBD increases. I think that this is so because Preston's council will aim to look after the buildings in the CBD more as they are on show to tourists and non-residents that visit the town. However, as non-residents are less likely to visit the frame Preston, I think that the local government pay less attention to keeping it aesthetically pleasing.

My prediction that the number of pedestrians will decrease as distance from CBD increases was correct. This is because all the main functions of Preston are situated in the PVLI and CBD; therefore most residents use this area frequently. Also there is less traffic in the CBD than in the frame therefore it is a safe way for families and people with young children to do shopping.

One restriction for businesses to situate in the CBD is that rent and rates are very high; therefore specialist shops mostly have to locate on the outskirts of Preston, as they cannot compete with the monies of the larger nationwide companies. This is why there are a few shops in the frame and on the outskirts of Preston.

Conclusion

From carrying out this piece of fieldwork I can conclude that, Preston has a core and a frame. I think that this is so because a significant amount of change is visible as this distance from the CBD is increased.

This is shown by the building quality worsening and the amount of shops declining along the transect. Also most human activity is usually situated in the CBD, and Preston fits this assumption because the number of pedestrians also declines as the distance from the CBD and PVLI is increased.

Another reason why it is so visible that Preston has a core and a frame with different sections within each of these is that the usage of the building changes as remoteness from PVLI and CBD increases. Furthermore the cost of the land decreases in the same way. This is visible because all the major, multi-national brands are situated in the PVLI whereas specialist local stores are situated in side streets and in the frame of Preston because they are unable to compete with the monies of the larger companies.

Therefore my piece of fieldwork has concluded that Preston does have a core and a frame.