Key Questions Graphs, Analysis and Interpretation

Key Question 1 –which service centre, has the most services?

Number of shops at each centre|

Raw Data

	Shops
Walthamstow	276
Ilford Exchange	165
Higham Hill Parade	11
Blackhorse Parade	12
Blackhorse Corner Shop	1

(Refer to land use map in Appendix A)

(Graphs for this question is on the next page)

Analysis

As the graph shows that Walthamstow has the most shops out of all the other service centre but almost double and more, then it is Ilford exchange it is because Walthamstow is of a much bigger scale to the other centres o it has more area to build more shop and the other centre do not have that facility. Lowest amount of shops is the corner shop and the two parade of shop are very close in terms of number of shops.

Interpretation

This does answer my key question as it clearly tell me that Walthamstow has the most shops and that the corner shop has the least there are theory's to these to there outcomes that have be been proven correct by the result and the parade of shops both stand near each other with almost the same amount. But overall it tells me that Walthamstow has the most services following Ilford exchange shopping centre.

Questionnaire – 3.What is your purpose for coming here?

Raw Data

	Shopping	Day out	Work	Break	Other
Walthamstow	9	0	1	0	0
Ilford Exchange	9	1	0	0	0
Higham Hill Parade	8	0	0	0	2
Blackhorse Parade	9	0	1	0	0
Blackhorse Corner Shop	10	0	0	0	0

Analysis –
As you can see in the graph attached is that the main reason people come to all of the service centres is that they come there for shopping with the odd ones for work within the centre and for a day out or a break. This is what I expected from each of the centres as the main serve attraction is shopping only but for the larger centres there are other services, as you will discover in question 7 of the questionnaire. Also from the graph attached with the number of service centres displayed for each service centre shows that Walthamstow has the most services available (shops) and the least is the corner shop with one shop.

Interpretation
My analysis does give a rough ideas to key question 1 as it is not a direct answer to all the services available in the centre but it tells made the main service that the public come to the centre for and what is not available in another centre. And the main purpose for the visit to a centre and what they expect to do there which is shopping.

Questionnaire 7 –what shops do you visit?

Raw Data

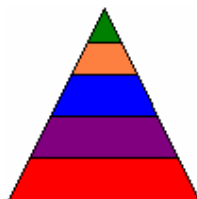|	Depart ment	Cloth ing	Sho es	Spo rts	Special ists	Entertain ment	Conveni ence	Restau rant	Ban ks	Perso nal Servi ces	Publ ic Offic es	Furnit ure
Waltham stow	3	7	4	4	0	3	2	1	2	1	2	1
Ilford Exchang e	6	10	9	9	2	3	1	7	3	4	2	1
Higham Hill Parade	0	0	0	0	0	0	10	0	0	0	1	0
Blackhor se Parade	0	0	0	0	0	0	6	2	0	2	0	0
Blackhor se Corner Shop	0	0	0	0	0	0	10	0	0	0	0	0

(Graph for this key question is on the next page)

Analysis –
As you can see from the graph is that most of the different services within shopping and varsity of goods is only available in Walthamstow market and Ilford exchange as they are very large centres. Also as you can see the parade of shops and corner shops are only bairly used for convenience goods. The two large centres are evenly spread with the other shops services between them there is not much difference.

Interpretation-
The analysis to question 7 does give me a clear picture of the services available in each centre, as it is more specific than question 3. As I can clearly see from the graph that Ilford exchange and Walthamstow have much more variety than the other 3 centres compared to the other 3 centres that have the main service of convenience goods. What I can conclude from this is that Ilford and Walthamstow have the most services and between them two shopping centre Walthamstow has more services available by a slight edge and there is not a large margin between the two centres. This is problem dues to the size advantage of Walthamstow was you can also see from the number of shops graph that it has a large advantage over its closest rival Ilford exchange.

Key Question 2 – which service centre, has the largest range of goods?

Questionnaire – 7. What shops did you visit?

Raw Data

	Department	Clothing	Shoes	Sports	Specialists	Entertainment	Convenience	Restaurant	Banks	Personal Services	Public Offices	Furniture
Walthamstow	3	7	4	4	0	3	2	1	2	1	2	1
Ilford Exchange	6	10	9	9	2	3	1	7	3	4	2	1
Higham Hill Parade	0	0	0	0	0	0	10	0	0	0	1	0
Blackhorse Parade	0	0	0	0	0	0	6	2	0	2	0	0
Blackhorse Corner Shop	0	0	0	0	0	0	10	0	0	0	0	0

(Graph for this key question is on the next page)

Analysis
As you can see from the graph that Walthamstow and Ilford have the largest range of goods from all types that attract customers to them making them higher up in the hierarchy than the other three centres. The corner shop and parade of shops only have mainly convenience goods and a couple other odd ones and not any of the other main categories making the range of goods low as they lack in high order goods.

Interpretation-
My analysis does give me the answer to my key question as I can clearly tell from the graph that Ilford and Walthamstow shopping centres have the most services and give me a clear picture of the amount of goods sold at each centre so I can clearly tell that the two big shopping centre have the largest range of goods. But they are quit close to each other and it is hard to tell the difference between them but from my graph it shows that Walthamstow and Ilford have the same amount of goods sold but Walthamstow has a slight more range in a particular product and is more easier to find in Walthamstow. Also it shows Ilford as more as I questioned more people than in Walthamstow as in Ilford I had more time to get better range of results

Questionnaire- 8. What types of goods do you purchase?

Raw Data

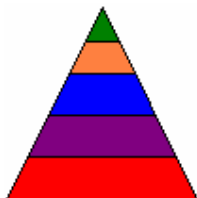|	Clothing	Outdoor	Home ware	Sports	Entertainment	Gifts	Personal services	Kids	Furniture	Postal	Transport	Others
Walthamstow	6	1	3	4	2	1	2	1	1	1	0	1
Ilford Exchange	8	2	9	7	5	8	0	6	3	2	2	0
Higham Hill Parade	0	0	10	0	0	0	0	0	0	1	0	4
Blackhorse Parade	0	0	6	0	0	0	1	0	0	2	1	3
Blackhorse Corner Shop	0	0	10	0	0	0	0	0	0	3	0	0

(Graph for this key question is on the next page)

Analysis
As you can see from the graph that Walthamstow and Ilford have the largest range of goods from all types that attract customers to them making them higher up in the hierarchy than the other three centres, and that the customers buy different types of goods from Walthamstow and Ilford which they cannot purchase from the parade of shops and corner shop as they lack in goods range. The corner shop and parade of shops only have mainly convenience goods and a couple other odd ones and not any of the other main categories making the range of good low.

Interpretation
My analysis does give me the answer to my key question as I can clearly tell from the graph that Ilford and Walthamstow shopping centres have the most services and give me a clear picture of the amount of goods sold at each centre so I can clearly tell that the two big shopping centre have the largest range of goods. But they are quit close to each other and it is hard to tell the difference between them but from my graph it shows that Walthamstow and Ilford have the same amount of goods sold but Walthamstow has a slight more range in a particular product and is more easier to find in Walthamstow. Also it shows Ilford as more as I questioned more people than in Walthamstow as in Ilford I had more time to get better range of results.

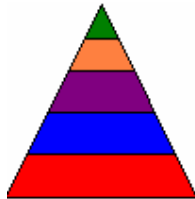# Key Question 3 – which service centre, has the largest area?

Land use map

(Raw data for this question is on appendix A)

Analysis
As you can see from the land use maps (Appendix A) that Ilford and Walthamstow have the largest area but Walthamstow is and has got more are than Ilford exchange. And the other three centres and very small in area and the corner shop so on 4 paces in area length. I encountered 3- 4 anomalies for Walthamstow and parade of shop which is on Blackhorse/forest road as I believe the parade of shops was placed near a station so people come from work use it as a eating place so I excluded them from my final results as it was not appropriate to add them.

Interpretation
What my analysis tells me is that from the maps Walthamstow has clearly got a larger scale area than the other centres as you can see. This also means than Walthamstow has more space to put in more services meaning it has got more services available. It also has more shops than the other 4 centres with Ilford exchange close by as they both are large complex shopping centre selling high order goods. But I did not have many addresses to plot on the map for Ilford and the parade of shops and corner shop as I had to them individually from the class so the results may not be accurate. But for Walthamstow e shared our addresses round the class so we can have a better sphere of influence diagram this affected my other 4-service centres sphere of influences as they were no equally distributed

Paces Count For each service centre -

	Paces
Walthamstow	**600**
Iford Exchange	**400**
Higham Hill Parade	**30**
Blackhorse Parade	**35**
Blackhorse Corner Shop	**2**

(Graph for the paces count is on next page)

Analysis

The graph clearly shows that Walthamstow is the largest centre with 600 paces in length this is because it contains that most shop out of all the service centres and is known as the longest market in Europe, followed by Ilford exchange with 400, then Blackhorse parade with 35, then Higham hill parade with 30 and last in the paces count is the corner shop with 2 paces this is because it only contains of one shop.

Interpretation

Walthamstow came first as it had that most shops so it will cover a severe amount of land and meaning it ill be long in length also it has large shops covering a vast amount of area. The results answer my key question because it tells me that clearly that Walthamstow has the largest area as it has the most paces count out of all of the service centres, followed by Ilford with had less shops and therefore has a less paces count than Walthamstow. Blackhorse and Higham hill parade of shops are very close it may vary and this is due to they both have nearly same amount of shops and it proves that the results re correct and that there is not difference in results, the corner shop is proven to be last as it has one shop so it will have the least paces count

Key Question 4 – Does the size of the service centre affect its sphere of influence?

The sphere of influence map and question 1 on the questionnaire

(SOI map is on next few pages)
(List of addresses on Appendix B)

Analysis

The size of the centre does affect the sphere of influence as the larger the centre the larger the sphere of influence and if the centre is small e.g. corner shop, smallest sphere of influence as you can see from the sphere of influence map, this is because people are prepared to travel long distances to come to centre with also of services available to the centre.

Interpretation

The sphere of influence map shows that it answer my key question clearly as larger the service centre the larger the sphere of influence (people come for more services available and larger range of goods) an for small centre there are many of them so people come from close as shown on the sphere of influence map meaning a small sphere of influence. In my addresses list I had couple of anomalies from Manchester and America and have excluded them from there results as I would not expect them to come from such far geographical distances to visit a particular service centre and I would expect the sphere of influence to be that big. Also there are no many anomalies just two so I did not count hem or point them on the sphere of influence map.

4. How long in average does it take you to get to the centre?

Raw Data

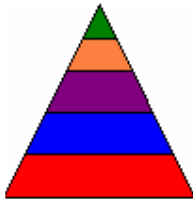|	5 mins	10 mins	15 mins	20 mins	25 mins	30 mins	1 hour +
Walthamstow	0	0	2	2	2	1	0
Ilford Exchange	0	0	2	1	5	2	0
Higham Hill Parade	8	2	0	0	0	0	0
Blackhorse Parade	4	6	0	0	0	0	0
Blackhorse Corner Shop	10	0	0	0	0	0	0

(Graphs for this question are on next page)

Analysis
As you can see from he graph that larger the centre more far people come to visit it meaning more farther distances to travel. People come from far away to visit Walthamstow and Ilford shopping centre as they have the most services available to the public meaning a wider sphere of attraction larger sphere of influence. As the other three centre is only takes people 5 – 10 minutes to arrive meaning that they come from close by meaning a small sphere of influence.

Interpretation
My analysis does answer my question and does tell me that the size of the service centre does effect the sphere of influence as you can see than Ilford and Walthamstow have the most largest sphere of influence and people travel more further to visit them meaning more service available compared to the parade and corner shop people come from close by as there are not many service available mainly convenience goods also people only come from close by to buy goods meaning a small sphere of influence .So it is true that that the size of the service centre does effect the sphere of influence.

Key Question 5 – which service centre, has the most customers?

Pedestrian count

Raw Data

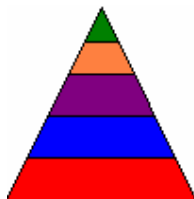|	5 Minutes
Walthamstow (Shopping centre only)	**144**
Ilford Exchange (Shopping centre only)	**130**
Higham Hill Parade	**18**
Blackhorse Parade	**50**
Blackhorse Corner Shop	**10**

(Graph for pedestrian count on next page)

Analysis
As you can see from the graph is that Walthamstow and Ilford have the most amount of customer in duration of 5 minutes doing a pedestrian count. And there is only a very small difference of 14 people which is a anomaly as these 14 people or so could have not had there intention on Walthamstow market and used it for other purposes but I will not exclude them from the results. For the other three centres the amount of customers is fairly small as I would expect but was surprised by 50 people for Blackhorse/ forest road parade of shops.

Interpretation
From the graph it answers my key question telling me that by a slight advantage Walthamstow market has more customers than Ilford exchange if I had carried out the pedestrian count for longer than 5 minutes I would of come to an other conclusion an the results were so close to each other meaning that there are no very accurate. I was surprised by the result that Blackhorse / forest road parade of shops got 50 people I will not account hat all the people went for the purpose for visiting the shops and it is right opposite a tube station and is placed in a congested area.

Key question 6 – Which service centre, has good transport links?

6. Which transport method does you take to arrive at the centre?

Raw Data

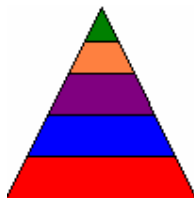|	Foot	Cycle	Car	Bus	Train	Other
Walthamstow	20	3	20	26	15	0
Ilford Exchange	1	0	4	3	2	0
Higham Hill Parade	9	1	0	0	0	0
Blackhorse Parade	7	1	2	0	0	0
Blackhorse Corner Shop	10	0	0	0	0	0

(Graph for this question on the next page)

Analysis-
What the results of the transport methods show is that people token main line e and major vehicle and besides and trains to arrive at the larger centres which are Walthamstow and Ilford exchange an to arrives at the small centre the main mode of transport was by foot this was not a surprise and did not raise any concern. But as we used our and compared our results with the class for Walthamstow to get a better range of results I would assume they would be like the same as Walthamstow for Ilford as they are similar centres.

Interpretation –
What my analysis tells me is that my answer to key y question is that both Walthamstow and Ilford have very good transport link but I would say that Walthamstow has more transport links as we shared our results for this question meaning a clear results which was shown if I had more time I can ask more people for Ilford to make sure about the transport ling available at Ilford centre but the results clearly shown that Walthamstow has many customers using the different modes of transport over ground and underground is in place so people can come and visit from far distances. Also most of the people use all the common transport modes for an expected high order service centre e.g. buses, trains, cars, and foot. It also proves that the mall centre people take as an option by foot mainly for corner shops and for parade although some my take other transport methods for parade if it has good services available.

Key Question 7 – Does the size of the service centre affect the number of visits per week?

2. How many times a week do you visit the service centre?

Raw Data

	Once	Twice	Trice	Four Times	Five Times	Six Times	Everyday
Walthamstow	2	2	1	0	0	0	2
Ilford Exchange	7	3	0	0	0	0	0
Higham Hill Parade	0	1	1	2	2	2	0
Blackhorse Parade	0	2	4	2	2	0	0
Blackhorse Corner Shop	0	0	1	2	3	3	1

(Graph for this question on next page)

Analysis
As you can see from the graph that people who visit Walthamstow and Ilford exchange come to visit the centre least amount of times a week and the people who come to visit parade of shops and corner shop come more times a week as they live nearby.

Interpretation
My analysis does answer my key question as it proves that the size of the service centre does affect the number of visits per week as larger the service centre least the visits per week as people come from far distance to visit the centre to purchase high order good and cannot afford to come everyday or every other day and usually take high transport methods not by foot. And smaller the service centre the more visited per week as people come more as it is walking distance and they need to by there convieniant goods daily basis.

9. What day in the week do you visit the service centre?

Raw Data

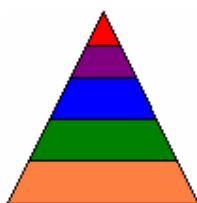|	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
Walthamstow	14	18	9	13	12	47	1
Ilford Exchange	0	1	1	1	1	9	0
Higham Hill Parade	6	7	6	6	3	2	0
Blackhorse Parade	2	5	8	8	3	5	2
Blackhorse Corner Shop	8	8	7	7	7	5	1

(Graph for this question is on next page)

Analysis

As the results show that people visiting Walthamstow and Ilford usually come on a Saturday and one day in the weekday if necessary. And people who visit small centres such as corner shops and parade of shop come more than 2-3 times a week on average on particular day some times excluding Sundays.

Interpretation

It does answer my question because it proves that people who come to Walthamstow and Ilford come on Saturday and people off work and more customers visiting and they do not visit on Sunday, as it is a public holiday, and they visit the centre on the least. And people visit the small centre of any days does the week; as it does not affect them much open all day even on Sundays

Key Question 8 – Which service centre is environmentally cleanest?

Environmental survey Graph

Raw Data

	Litter	Care for pavement	Street furniture	Traffic	Noise	Poorly decorated buildings	Vandalism	Empty buildings	Air pollution	
Walthamstow Top	3	2	3	3	4	3	5	5	4	
Walthamstow Bottom	2	3	3	2	3	3	4	3	4	
Walthamstow - Selbourne Walk	5	5	4	4	4	4	5	3	5	
Ilford Exchange- Top	4	4	3	4	3	5	5	4	4	
Ilford Exchange - Bottom	3	3	3	2	4	4	4	4	2	
Ilford Exchange Centre	5	5	3	5	4	5	5	4	5	
Higham Hill Parade	4	2	1	4	5	2	1	4	5	
Blackhorse Parade	3	2	3	4	4	1	3	4	5	
Blackhorse Corner Shop	4	1	1	4	4	2	3	5	3	

(Graph for this question is on next page)

Analysis

As you can see from the graph that Walthamstow –Selbourne walk and Ilford exchange are the centres with the highest grades in each observation. But as you can see Ilford exchange had ore higher grades than Walthamstow and the re other 3 centre so it is at the top. And it shows me that Higham hill is 3rd highest as it is in a rural area then it is the corner shop and last one is Blackhorse/forest road parade of shops.

Interpretation

My analysis does answer my key questions as it shows me that Ilford exchange is the cleanest as it is an indoor complex and followed by Walthamstow –Selbourne walk, then its Higham hill parade of shops as it is in a rural area meaning not many people and cleaner environment. Fourth is corner shop as it is small and it is easier to keep clean than large centres and last one is Blackhorse/forest road corner shop this is as it is in a CBD area and next to a cross road and a pub meaning alot off notice and pollution.