

# Introduction

## Aim

**The aim of this fieldwork day is to comprehensively study the geographical features display by the “out of town” retailing/ service area known as Culverhouse Cross in Cardiff.**

In order to achieve our aim we must identify our objectives or hypotheses.

1. Why has a service/retailing area developed at Culver house cross?
2. Do Customers prefer shopping in Culverhouse cross to the CBD of Cardiff?
3. Has the development of retailing outlets affected traffic flows in this part of Cardiff?
4. Are there adequate facilities for pedestrians to move easily between the businesses located at Culverhouse cross?

This Geography Coursework contains 20% of Geography exam. For my G.C.S.E I decide to go to Culver house cross because I could not do physical fieldwork due to the outbreak of foot and mouth disease. Culverhouse cross is built on the outer skates of town in a highland area. I decide to go to an out of town retailing area. The term retail means out of town shopping areas. These were usually built because shopping areas in town have overcrowded. So some people might want to go there since there is less overcrowding. Culverhouse Cross is built

at the outskirts of Cardiff. I wanted to know more about retailing areas e.g. What was retail and What kind of place was Culver before? I also wanted to find out if people visit Culverhouse cross as much as they visit CBD.

# Chapter one

## Method of Study

This task was done on Tuesday the 3<sup>rd</sup> of April when we as a group decided to go to Culverhouse Cross. This was mainly to know more about the out of town shopping areas and their geological features mainly answering the aim and hypotheses.

The kind of data we were looking for was traffic counts as in how many forms of transport passed Culverhouse Cross or go into Culverhouse Cross, individual customer and manager questioner this is were I am going to get more information about Culverhouse Cross why people go there how long they travel to get there is they preferred doing their shopping in town or in Culverhouse Cross.

**For me to carry out this task I had to go with equipment such as**

Clipboard

Pencil

Base maps

Data collection sheets

Questionnaires

## **DO CUSTOMERS PREFER SHOPPING IN CULVERHOUSE CROSS TO THE CBD OF CARDIFF**

I have found out that a lot of people prefer to shopping at retailing shops like Culverhouse Cross this maybe because they offer free parking like it is shown in graph 1 64% of people said they come to Culverhouse Cross because of the free parking. The 36% of people who came to these retailing shops had other reasons which I will mention later in my project.

A lot of people who lived 10miles or more away from Culverhouse Cross travel to go to this place to go and do their shopping but not a large number of people go only 17%. The majority of people who go to Culverhouse Cross live nearer to the place. The percentage of people who live nearer to shopping centre is 54%, these people might go to Culverhouse Cross because it is the nearest place to them than to catch a bus or use a lot of fuel going to the CBD of Cardiff.

I think a lot of people also love going shopping there because most of popular shops are based there so there is no need to go to town. The main shops there are Tesco, Marks and Spencer and many more. The other reason is there are less crowds unlike the CBD almost everyone goes there to do their shopping. Some people maybe not like walking in crowds bumping and pushing into other people and they find Culverhouse Cross easier and the best place to go.

The day I went to Culverhouse Cross was a Tuesday and the next time I went there was a Saturday, I noticed a huge difference that during the week a lot of people don't go to Culverhouse Cross, maybe this is because a lot of people will be working and they will be very busy to come and do their shopping. When it is lunchtime a fair number of people will come down and do their shopping because they are on their break but if you go on a weekend the place will be packed with a lot of people.

## **HAS THE DEVELOPMENT OF RETAILING OUTLETS AFFECTED TRAFFIC FLOWS IN THIS PART OF CARDIFF.**

f the people who go to Culverhouse Cross felt there was a problem with the traffic congestion at this retail park. This is a big problem only 38% of people think this is not a problem maybe half of these people do not go to Culverhouse Cross by Car but maybe they walk that's why they think that way. The majority of people who go to Culverhouse Cross go by Car as u can see in graph 2 82% go by car and 9% go by car.

I chose a bar graph so that you can actually see the difference on how many people who go by car or walk. Just by looking at the bar graph you can easily spot that there are lot of people use cars as their means of transport to get to Culverhouse Cross.

It seems the people do not mind the traffic congestion even though they think it's a big problem they keep going shopping there. Infect 58% of people think there should be more retail parks only a few don't agree.

I have noticed that the traffic congestion is a very big problem in this retail park and they should build more roads for other cars to pass and to avoid this congestion.

**Are there Adequate Facilities for Pedestrians to move easily between the businesses located at Culverhouse Cross**

When I visited this retail park I noticed that this place was a very safe place for pedestrians they had traffic lights, zebra crossings these will help the 9% of people who go to this place for their shopping.

There are a lot of people who visit Culverhouse Cross 40% of these people go shopping there at least once per week.