

Introduction

London is Europe's largest city. Every day millions of people have to commute to get their work place. Through out the city businesses rely on a transport system that enables employs and customers to access their office shops factories.

An efficient transport system provides saves the environmental time and costs. This can result in an increase in commuters who use the transport system more regularly as they will trust the system more which will lead to more money coming in from the transport sector.

An inefficient transport system to a business can result in a decline in custom and an increase in custom and an increase in employees that are tired, stressed and unpunctual.

London planners have discovered many ways to improve the city in 1991. In that time the Greater London Transport was undertaken by London Transport and British Rail, that the re-introduction of the tram was seriously considered. Central Corydon was suffering from huge increase in motor traffic and the New Aldington area had highlighted as having poor public transport.

In 1991 Corydon Council and London Transport began working together to promote the Tram link project. The public Consultation carried out during 1992 showed considerable support for the project with over 80% of respondents thinking that Tram link was a good idea.

Corydon Council, LT and three companies worked together to start the design process. This group was disbanded in 1995 when Tram link went out to tender across Europe. As with many new schemes, the contract available was a Design, Build, Finance and Operate Concession. The successful consortium was Tram track Corydon Limited who now has 99 year concession to run the system. The Tram link system commenced in 1997 and the trams have been fully operational in Corydon since May 2000.

Hypothesis

The Corydon Tram link has benefited businesses and employment in the local area.

For my Coursework I will be looking at the above Hypothesis. I must decide if I agree or disagree with this statement. To do this I will be visiting the local area affected by the Tram Link as well as carry out research from secondary sources of information

Method

On Wednesday 5th May our Geography class set a fieldtrip to find out more about the Tram Link and the local area. We meet in Wimbledon where we carried a survey of the shops. We completed the table below:

Shopping Survey for Modern Road

Low Order	Total Amount	High Order	Toatl Amount
Newsagent	0	Bank	0
Food Shop	2	Tarvelagent	0
Chemist	0	Clothes/shoes	0
Hairdressers	0	Chaintore	0
Small Supermarket	1	Large Supermarket	0
Sub Postoffice	0	Furniture	0
Other Low oder	3	Other High Order	0
Total	6	Total	0

Shopping Survey for Amperway

Low Order	Total Amount	High Order	Toatl Amount
Newsagent	0	Bank	0
Food Shop	0	Tarvelagent	0
Chemist	0	Clothes/shoes	7
Hairdressers	0	Chaintore	0
Small Supermarket	0	Large Supermarket	0
Sub Postoffice	0	Furniture	5
Other Low oder	0	Other High Order	3
Total	0	Total	15

Shopping Survey for Corydon

Low Order	Total Amount	High Order	Toatl Amount
Newsagent	1	Bank	6
Food Shop	5	Tarvelagent	2
Chemist	0	Clothes/shoes	5
Hairdressers	2	Chaintore	0
Small Supermarket	0	Large Supermarket	0
Sub Postoffice	1	Furniture	0
Other Low oder	6	Other High Order	1
Total	15	Total	14

We counted the number of low, middle and high order shops. We therefore able to identify what of shopping area Wimbledon is. We then boarded the tram at Wimbledon station. While on the tram we carried out a Land use Survey, We made a table for each stops and we write down the land use along the route of the tram stops.

The Table of the land use survey:

<u>Tram Stop</u>	<u>Land Use</u>
DunDonald Road	Houses Shops Factories
Merton Park	Shops Houses Workshops
Modern Road	Open field Factories Shops
Phipps Bridge Road	Open Field Houses
Belgrave Walk	Factories Houses Field
Mitcham	Factories Houses Shops
Mitcham Junction	Factories Railway Station
Bedding ton Lane	Golf Field Houses Shops
Therapia Lane	Houses Field Shops
IKEA Ampere Way	Shopping Center Houses Shops

As we traveled on the tram we write down the land use along the route of the tram. I.e. between Modern Road and Phipps Bridge tram stop the land use was very environmental as there were few buildings and roads but many fields, trees and open green spaces. (See the table above)

Our First stop was Modern Road. We got off and completed another hopping survey. We also took some photos of the tram stop-thinking about how easy it was to use and also its accessibility.

Pictures:



We then boarded the tram again and continued to carry out our land use survey. Our next stop was Ampere Way. This is where there is a big retail park with lots of shops like DFE, Ikea, JJB and House of Leather.

While there we carried out another shopping survey but also completed our questionnaire. The questions we asked people were:

- Are you Male or Female?
- How old are you?
- How did you get here today?
- How often do you use the Tram link?
- For each of the following statements would you :
 - *Agree *Not agree or Disagree *Disagree
- "The Tram link has reduced traffic congestion"
- "The Tram link means that I now shop in different areas"
- "I prefer using Tram link to other forms of public transport"
- "The Tram Link means that I can use the car less often"
- "Local businesses have benefited from Tram link"
- "This is much better now than it was before the Tram link"

Open Questions

- What so you think are the best and worst effects of the Tram link?
- Which groups of people have benefited the most and the lease by the Tram link?

We asked as many people as possible of different ages and genders to see what they thought about the Tram link. The people we asked were friendly and helpful.

We then got back on the tram and continued with our land use survey. Our next stop was East Corydon while here we visited the Tram link shop to collect some secondary data. We also asked some more people our questionnaire and carried out another shopping survey.

When we completed the final part of the journey to New Adding ton. Again we carried out the land Survey. When we arrived in New Adding ton we complete our last shopping survey and complete our questionnaire. We found time to have our Lunch. We then get on the tram and returned to Wimbledon station where we were dismissed.

Along with this primary data we were able to look at information booklets, videos, research through the internet. We were also very fortunate to have a representative from Tram link to come and talk to us - Mr. Stephens.

Key Questions

Key Questions Having visited the local area affected by the Tram link and after examining a range of secondary evidence. I am now able to start looking at my Hypothesis down I will be looking at the following key questions.

- 1) Why is an efficient transport network for employment and business?
- 2) What types of employment have been directly provided by the Corydon Tram link?
- 3) What types of employment have been directly provided by the Corydon Tram link?
- 4) How have shopping patterns changed since the established of Tram link?
- 5) What types of shops shopping centers have benefited most from Tram link?

Chapter 1. Why is the provision of an efficient transport system important for employment and business?

In recent years has been an increase in traffic in urban areas?

Greater wealth has increased car ownership and more families have two cars. More people commuting to work or traveling to city centers for shopping or entertainment.

- Reduction of public transport at the expense of cars.
- More vans and Lorries delivering goods to city locations.

People can't travel from one side of the city to the other -it takes too long. Impact on employee's quality of life and they may not be as productive in the workplace.

Employees can be late are delayed in traffic.

Customers may choose not to visit a shop because it will take too long.

If more people use cars then less people will be employed in public transport sector.

Traffic congestion can stress and depression.

Shopping areas can become less attractive and more polluted if they have congested traffic running through them.

Cities have responded to the urban traffic problems in a number of ways:

People have started to think of different solutions.

- Building bypasses to divert traffic away from the centre and expressways to improve access to the centre.
- Encourage motorists to leave their cars in the suburbs-park and ride schemes, restricted parking and increased charge.
- Congestion charge.
- Many cities are investing in improved public transport -Manchester Metro

In Corydon, the different types of public transport available in the local area are:

- Bus
- Tube
- Train
- Tram

The People whom almost benefited from these different types of transport are the business men/women as they can reach the centre of Corydon easier and more rapidly.

The Tar link has improved transport service provision as it has given an alternate source of transport thus allowing the other transport service to have fewer travellers so it is not over populated.

South West London is well served by public transport and there are also many car users. Each type of transport has advantages and disadvantages. Several of the Questions used in the questionnaire were designed to test the views of local people on how efficient and effective a tram service was compared with other forms of transport.



Advantages and Disadvantages

"I prefer using the Tram link to other forms of public transport"

Buses

Advantages	Disadvantages
Bus lane can mean buses are faster than cars.	Buses are unpredictable-inefficient often late.
Good for short journeys as there are a Lot of stops	Can be crowded
Flexible-lots of routes	Buses can get stuck in traffic

Trains

Advantages	Disadvantages
Fast	Delays
More space	Noisy and polluted
Excellent for commuting long distance	Difficult for elderly people , families and disabled

Walking

Advantages	Disadvantages
Healthy	Takes a long time
Free	Not suitable for Elderly or Disabled
No pollution	Difficult when you have lot to carry

Cars

Advantages	Disadvantages
Efficient and fast-no waiting	Expensive
Good for carry heavy items	Pollution
Good for families	Traffic jams

Trams

Advantages	Disadvantages
Easy access for elderly and disabled	Can break down
Frequent and efficient	Can only limited routes
Cheap	Can be crowded
Quiet and little pollution	
Fast-no traffic jams	

Chapter 2-The Corydon Tram link

In this chapter I will look at the following questions:

- i. How has Tram link improved Transport service provision?
- ii. What are the advantages and Disadvantages of Tram link?
- iii. What jobs have been directly created by Tram link?

A Proposal was put forward to bring a tram system to Corydon and surrounding areas. It was thought that the Tram link could:

- Provide a time efficient transport system.
- Gain trust from the public that the tram is a reliable mode of transport.
- Be environmentally safe.
- Provide transport for local businesses around the tram stops.
- Money "friendly" costing

1) How has Tram link improved Transport service provision?

You could say that over time the service has gained trust with the public as it's done the following as said in the proposal.

Traditional there is no way to get from West East South London. Only by bus or car which results to causing traffic congestion.

The tram opened up another way to avoid traffic congestion.

2) What are the advantages and Disadvantages of Tram link?

The table above shows that I have identified advantages and disadvantages of different types of transport.

Since it's opening I May 2000 the Tram link has many advantages to it, as they have:

- Level boarding for wheelchairs and buggies.
- A passenger lifts at Wimbledon Station.
- Tactile strip lighting to help blind and partially sighted people.
- Disabled, elderly, parents and baby seating and space for wheelchairs and buggies.
- Intercom button allows passengers to talk direct to the driver.
- Stop request and opening buttons at an easily assessable height.
- Drivers always announce the next stop to make sure you don't miss yours.
- Run by electric, friendly to the environment.



But only few disadvantages such as:

- To get to the destination required, (tram stop to tram stop) tram lines had to be laid in various places where trees had to be cut down.
- Takes a lot of money and time to build new routes for the tram.
- One of the solutions was to take other forms of transport such as bicycle, walking, train, underground and cars.

1) What jobs have been directly created by Tram link?

The Tram link itself provides many jobs but there are types of employment which have been provided or have been improved by the Tram link jobs like building the network the trams before the tram was running.

Workers such as Mr. Stephens, a traffic control officer for the Tram link, and found that lot of people have gained employment because of the Tram link such as jobs in driving, cleaning and inspecting the trams.

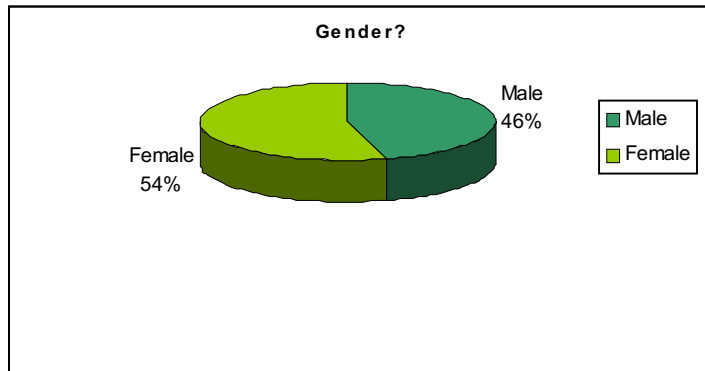
As well as those who benefited indirectly, the staff working on the trams to keeps it running smoothly. The groups of people who have benefited from this in directly are those in the local area who have a direct link to their work.

Shopping and other services have also been improved by the increasingly amount of business they are retrieving.

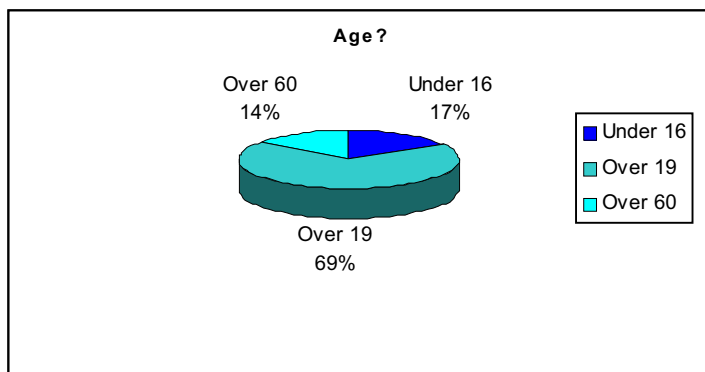
With customers traveling to larger shopping areas, due to the Tram link and its easier efficiency, shoppers are now getting the competitive prices that shops are offering.

South West London is well served by public transport and many people used to use cars there. Each type of transport has advantages and disadvantages.

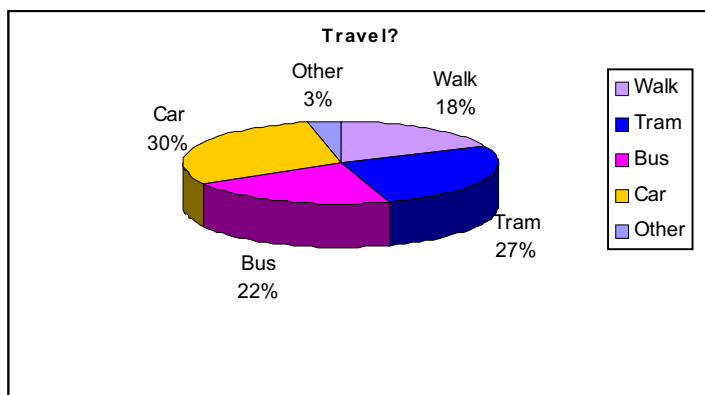
Several of the questions used in the questionnaires were designed to test the views of local people on how efficient and effective a tram service was compared with other forms of transport.



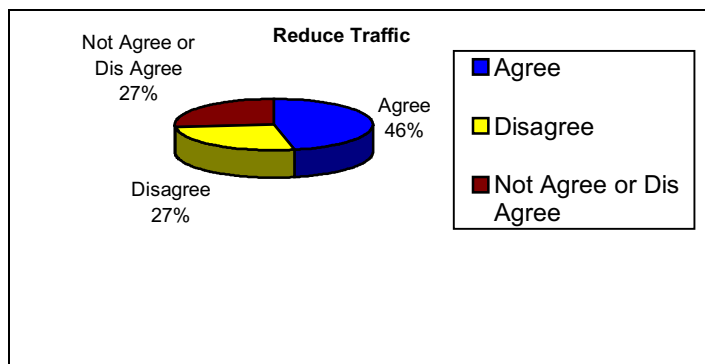
Most of the questions that we is to female, then the male,



The age group, who travel in the trams, are the people who are over 19.



The people used cars more then trams.



There are most of the people who agreed that trams reduce traffic.

Chapter 3:Local Employment

I saw lots of different types of employment in my journey. The land use survey showed a variety of jobs opportunities that included retail (shop work), office and light industrial work.

The types of employment which have been provided or have been improved (indirectly and directly) by the tramlink are jobs like building the network and the trams before the tram was running and the staff working on the trams to keep it running smoothly.

The group of people who have benefited from this are those in the local area who have a direct link to their work.

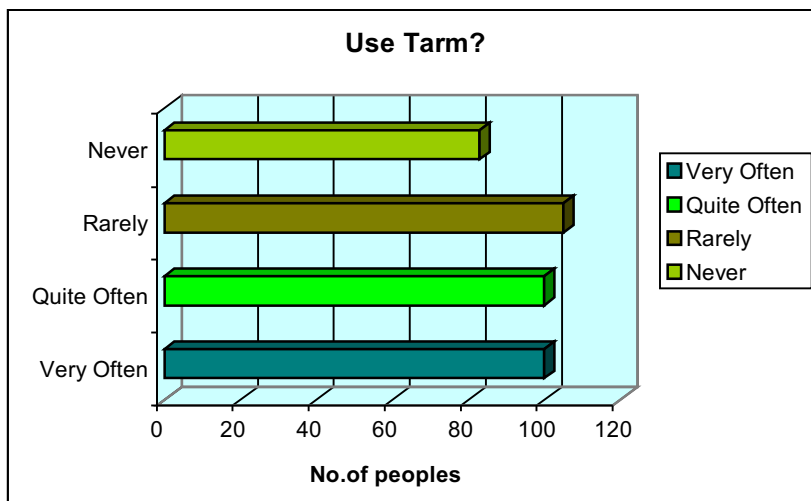
Shopping and other services have also been improved by the increasing amount of business they are retrieving with customers travelling to larger shopping areas now getting the competitive prices that shops are offering.

The land use analysis shows the different types of industry travelling along the Tramlink line.

The jobs benefit from this as it means their employers can get to work on time.

Results

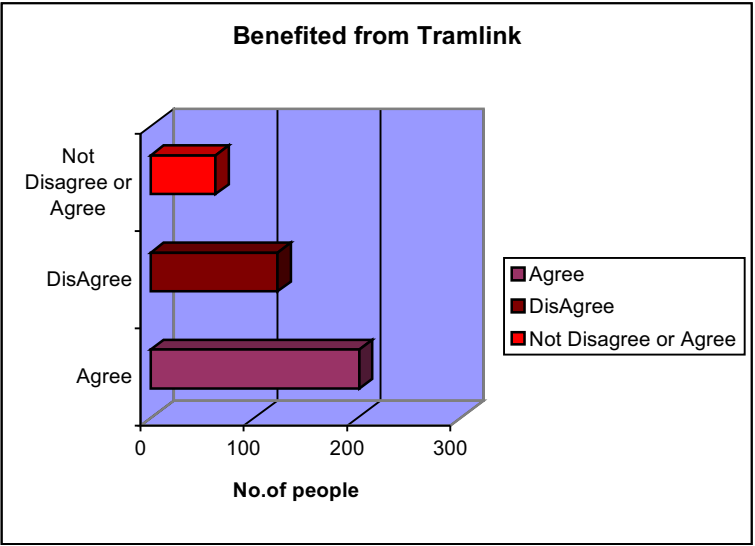
"How often You use Tarm?"



"The Tram link means that I now shop in different area."



“ Local businesses have benefited from Tram link”



In this chapter I will look at the following questions:

"This area is much better now than it was before the Tramlink"



Question 1: What types of employment have been indirectly benefited or been created because of tramlink?

The shops that are near the tramstop have been created after the tramlink came in the area. The tramlink has been indirectly benefited the shop and industries near the stops. The people who work there can use the tram to travel to their works. The tram makes their journey very easy. The people who travel in the tram are benefited the owners who had a shop in that area. They buy foods, drinks, clothes etc. This means the tramlink makes every one's life easy and it also benefits the workers.

Question 2: What type of groups have been benefited?

Many shops and businesses have been benefited. Shops have brought in more customers and businesses have more employees/staff as it would enable more ranges of people to come in from other places using the Tramlink.

Chapter 4: Trams and Shopping

In this chapter I will look at the following questions:

- i. Is there a hierarchy of shopping centres along the tram route?
- ii. Have high order shops benefited more than low order centres?
- iii. In what ways has the pattern of shopping changed?

Question 1: Is there a hierarchy of shopping centres along the route?

At the start of the route there is Wimbledon's centre court shopping centre. Half way through the journey there is a business park and upon arrival at Croydon there is the Alder's shopping centre.

Question 2: Have high order shops benefited more than a low order centres?

Yes as they serve to all ranges of age and consumer groups. Croydon is one of the highest order shopping centres that fit this build in criteria.

Question 3: In what ways has the pattern of shopping changed?

The shopping patterns of tram is growing as the trams route runs through many shopping centres and recreational centres. They draw in tram users with the nearness of tram stops to shopping areas.

Conclusion

"I agree that the Croydon tramlink has benefited and employment in the local area."

In conclusion, my views on the hypothesis is that it is true. For the reasons of helping different groups of people. It is cheap so both wealthy and poor can afford it.

It runs on time so both school goers and working people can arrive at the destination on time thanks to the time accuracy of the trams. It is easy access to both disabled and able bodied people and helpful too as your destination is told to you step by step during the route.

The Tramlink has benefited most groups of people such as, business workers, helping them to reach the centre of Croydon easier. Local residents, as they can travel further out to shops. London transport, as the Tramlink has reduced traffic congestion in some parts of the line and the Tramlink has also given unemployed workers in the local area a chance to begin a secure job.

School children, in the local area, whom use the Tramlink to travel to and from school, have an accessible and reliable source of transport to get them there.

The Tramlink is efficient for all ages to use and with its disabled access, it's available for everybody.

With the result in the questionnaire



It provide jobs directly and indirectly to many people rom driving the trams to cleaning them up! These are all the reasons that I feel my hypothesis is correct

Evaluation

In the course of the study , I would say that the whole day's trip went well,there were no delays on trams and all of the tramlink service was on time ,but the day went the waether was bad ,it was raining ,so we haven't done our surey in Ampere way,This make our trip quite hard,so we collect the questionnaire result from the other classes who done the surevy.

The most helpful question in the questionnaire that we done is the one about:

- "The Tram link has reduced traffic congestion"
- "The Tram link means that I now shop indifferent areas"
- "Local business have benefited from Tram link"

For this question I get more response answers from the public ,and this questions really help me to agree with my hypothesis.

The good things about the questionnaires are:

- The people were so friendly and they answer our questi ons very pleasently.
- It's help us to know more information about the tramlink.
- It's help us to know what pupli's think about trams. And how it help's them to make their journey easy.

The bad things about the questionnaire are:

- Some people are so quite rude and they don't answer our question.
- Some of the questions dosen't make any things, the questions like:
 - Are you Male or Female?
 - How old are you?

I collect all the information ,that relavent to my hypothesis and I present all the information that I collect from the trip ,in this piece of work.

I think I organised my reports very well and I present mmy result as graphs, diagrams and maps.

