**Summary of Human Fieldwork Methodological Enquiry: New Brighton**

**Sampling Strategies**

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| Strategy | Sampling strategy | Explanation of why we used this |
| Questionnaire | Random | Difficult due to the time of time and professional judgement to pick key groups of people. Random sampling was a way to try and reduce bias. |
| Environmental survey | Systematic | We picked 2 different areas of New Brighton to test the quality of the environment to allow us to gain an understanding of the attractiveness of the area and how well kept the town is. The two sites allow us to compare across the area. |
| Land use survey | Systematic | The use of this technique allowed us to identify the land use along a number of streets within New Brighton and the land use can allow us to think about how sustainable this could be for the area. |
| Traffic count | Stratified (Grouping the data collection) | We used this technique to allow each individual per group was focused on counting particular modes of transport to ensure that we had a fairly accurate and reliable count overall. |

**Justify why you used one of your sampling strategies. (How does it help to collect useful data in your enquiry?)**

During the questionnaire we decided to use random sampling. This is a method of sampling that aims to reduce bias. We wanted to gage whether people felt the area of New Brighton was sustainable and so we asked people at random so that we could determine how they felt without focusing on certain key groups.

One limitation of this is that we were able to pick who we asked questions to, and generally tended to pick people that ‘looked approachable’ rather than strategically asking people, for example every 5th person we saw.

**Geographical Enquiry Focus**

Enquiry Question: *Is there evidence that New Brighton is a sustainable community using Egan’s wheel as evidence.*

Hypotheses: *New Brighton is a sustainable urban community.*

**Data Analysis**

**What did we find from the questionnaire?**

From the questionnaire we found that 85% of the individuals we asked which gave us a fairly reliable set of results that accurately represented the area well.

The results also demonstrated that the majority of those we interviewed ‘agreed’ with the statement that New Brighton was a sustainable area. However, many of the public also commented on the view that even more could still be done.

Following the questionnaire, we also found that 40% of people asked sued the bus to access New Brighton and 45% used a card to access the area. This questions the level of sustainability as buses have a lower carbon footprint. However, cars provide a much bigger carbon footprint having significant effect on the environment. The questionnaire also suggests that 75% of people asked believed that the area was a rating of 9/10 for the level of attractiveness overall. Suggesting that most people find the area appealing and also sustainable in terms of its attractiveness overall.

**What did we find out from the traffic count?**

After recording of the traffic count we found there to be considerably more cars and buses than any other type of vehicle travelling through New Brighton. Again, we can question the level of sustainability by suggesting that more buses keep the carbon footprint low, whereas a high number of cars, increases air pollution and also noise pollution.

**What did we find from the land use survey?**

The land use survey allowed us to identify that around 99% of areas covered were filled with some sort of service, which supports the argument of sustainability, bringing jobs to the area and also re-investment in order to maintain the site.

**Use chains of reasoning (this means that…) to explain the results found.**

**Evaluation**

How accurate, reliable or bias were your results?

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|  | Strengths | Limitations | Improvements |
| Methods | **Completed each primary data collection once in 2 different locations to try and sample as many areas of New Brighton as possible.** | -Time of the day – lots of elderly to interview  -Lots of people did not want to stop and answer questions so a number of groups asked the same people. | -Go back on a Saturday to interview the people who were at work. |
| Results | **-Data from questionnaire easy to process as ‘yes’ or ‘no’ questions.** | -Environmental survey was based on own opinion, lots of pupils went with ideas similar to their friends – influenced by peers. Pupils also have own opinions on New Brighton having lived there so use them to form conclusions.  -No open questions during questionnaire so lack of opinion-based data. | -Design open questions to allow for opinion about sustainability in New Brighton allowing individuals to give their own personal opinion.  -Split off individually to complete environmental survey to reduce bias. |
| Conclusions |  | -Lack of secondary data to analyse | -Look at sustainable statistics in more depth in the area.  -Look at media reports of sustainability/redvelopment  -Speak to the local council to get a third-party perspective |

**Data Processing**

How did we analyse data in New Brighton

We looked at the mean, median and mode of pedestrian counts.

Mean Pedestrian count across the town = 112

Mean traffic count across the town = 85

**What does this tell you about pedestrian and traffic counts?**

The high values given here suggest that there is a popularity in the area for people to visit, with the vast number of services available this brings in many people to the region, which therefore brings money into the area. This investment allows for it to be spent on developing the area and ensuring the sustainability within the area.

The traffic count value however, does suggest environmentally there may be issues that they may face, with high levels of pollution could be an issue that may question how sustainable they really are.

**Data Collection Methods**

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|  | Primary | Secondary |
| Qualitative | **Questionnaire**  **Analysing photographs**  **Environmental survey** | **Newspaper articles on New Brighton**  **Previous images taken** |
| Quantitative | **Land use survey**  **Traffic count/survey** | **Internet data (council documents) offering statistics on economic growth in the region.** |

**Why did we use both primary and secondary data?**

We used both primary and secondary data so that we could make an informed and accurate judgement about whether there was evidence of a high rate of sustainability in New Brighton. It was important to research the area beforehand, to find out what is being done in the area to become a more sustainable environment. However, it was then important to use primary data so that we could form our own judgement as some information on the internet could be out of date or informed by stereotypes of the area as a whole.

**Justify why you used one of your primary data collection techniques. (How does it help in your enquiry? Why did you collect the data in the way that you did?)**

**Land use survey**

Used to generate an understanding of how much the land was being used and if these was economic sustainability in the area.

**Traffic count**

Measuring the rate of the traffic in the area and how this can influence the environment and how sustainable this is for the future?

**Pedestrian count**

By counting the number of visitors can also suggest economically how sustainable this area is, is it bringing in the public and is the future viable in this area.

**Fieldwork Location**

Study Site: New Brighton

**Why did we choose the site of New Brighton?**

We visited the area of New Brighton as over the last four years the town has gone under extensive redevelopment In particular areas. The site offers a clear contrast on the front, to Victoria road where significant redevelopment has brought growth and a boost to the local economy, through the multiplier effect. The New Brighton front (Marine point) has also seen investment and has brought a lot of chained businesses into the area, offering jobs and also growth to the town. The stark contrast in areas of New Brighton allows us to challenge this questions significantly as to how sustainable the region is overall.

Specific Sites:

Marine Point Retail & Leisure park

Victoria Road

New Brighton Promenade.

**Justify why we did not cover more locations in New Brighton**

There was an issue with time, we had one day to visit New Brighton and therefore time constraints restricted the number of areas we could visit.

**Data Presentation – How did we present our data?**

Pick 2 data presentation techniques:

**Describe the advantages and disadvantages to using these techniques:**

To present our questionnaire data, such as “Are you from the area?” we used a pie chart. An advantage of this is that it is easy to construct and read and can show simplistic data so that it is quick to interpret ratios and patterns. One disadvantage of using a pie chart is that it can hide opinion-based data in questionnaires.

To present our pedestrian count we used a bar chart and displayed two sets of data based on each location. An advantage of this is that it is visual and can easily compare two discrete data sets. A disadvantage is that it is simplistic and can hide data at times.

Radar graph

Line graph

Bar chart

Pie chart

Presentation Techniques

**Risk Assessment**

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| Hazard | Risk | Strategies to Minimise Risk |
| Slips, trips and falls  Traffic incident  Talking to strangers |  | **Wearing appropriate footwear**  **Crossing as a class at Zebra crossings**  **Ensuring that you approach people in groups.** |

Explain (using chains of reasoning – this means that…) why it is important to carry out a risk assessment.

**Conclusions**

What conclusions can you draw from your results? (How does it help in your enquiry? Why did you collect the data in the way that you did?)

In conclusion, I believe to a certain extent that New Brighton is a sustainable community. When we compare this to Egan’s wheel we highlight similarities such as a clean environment, the use of public transport is a clear benefit of the New Brighton area, keeping carbon footprints to a low level. The issue of cars in the town clearly brings congestion at times throughout the day and as the population grows this may not be sustainable for the future.

The questionnaire clearly demonstrated that the public believed that the area was fairly sustainable and referred to Victoria road. There has been significant re development and re investment into Victoria road which now attracts local and independent businesses into the area. The result of this is employable opportunities are on the rise, improving the level of sustainability as further investment will bring further development to the region. The attractiveness of the site also argues the case for the area being sustainable as it brings tourism into the area which could be vital for the towns economy, perhaps influencing the multiplier effect overall.

The project on Victoria road is a demonstration of how sustainable an area can be, by redeveloping old and run-down buildings, we are instantly re using derelict buildings rather than building on green space. Alongside this the area looking more attractive brings more businesses and improves competition which brings economic benefits to the area.

There are however, issues with pollution rates through, air, visual and noise pollution all questioning the level of sustainability. The introduction of independent businesses run by locals may also be questioned as they may not be able to compete with prices set by major chain supermarkets, perhaps threatening their existence in the town.

Overall, based on our results we believe the area has improved in terms of its sustainability and there are strategies in place to support the environment and use what is available to ensure that as little harm as possible is done overall.

**Links to Geographical Theory**

When comparing your analysis to the

Egan’s wheel what can we suggest from our results?