

GCSE

Human Fieldwork – Bristol



Name

Emergency Number:

Title of Investigation

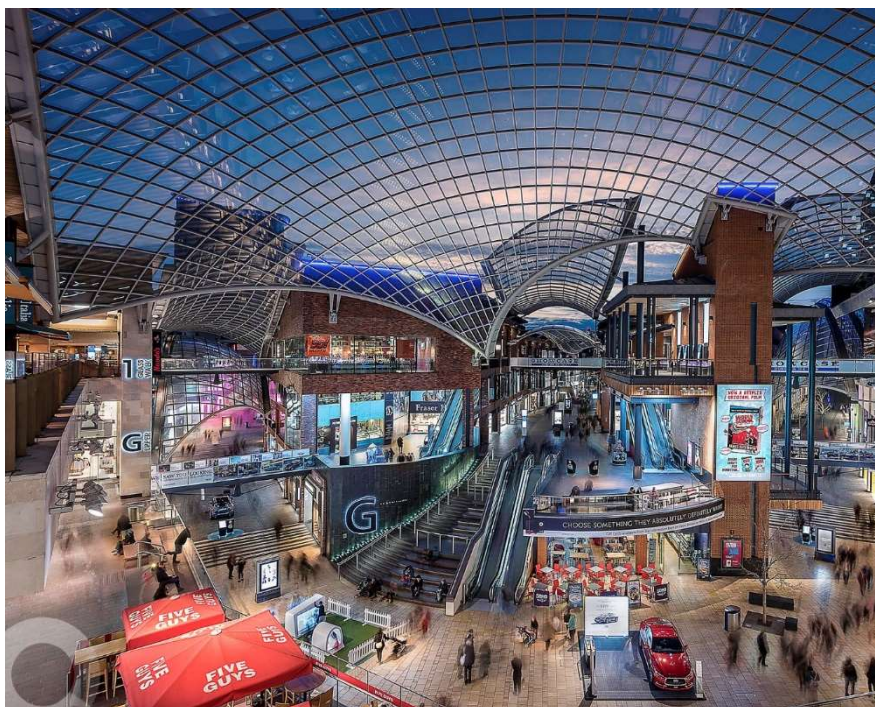
THE EFFECTS OF URBAN REGENERATION ON THE CITY
OF BRISTOL

Key Question

WHAT IMPACT HAS THE CABOT CIRCUS
REDEVELOPMENT HAD ON THE REST OF BRISTOL CBD

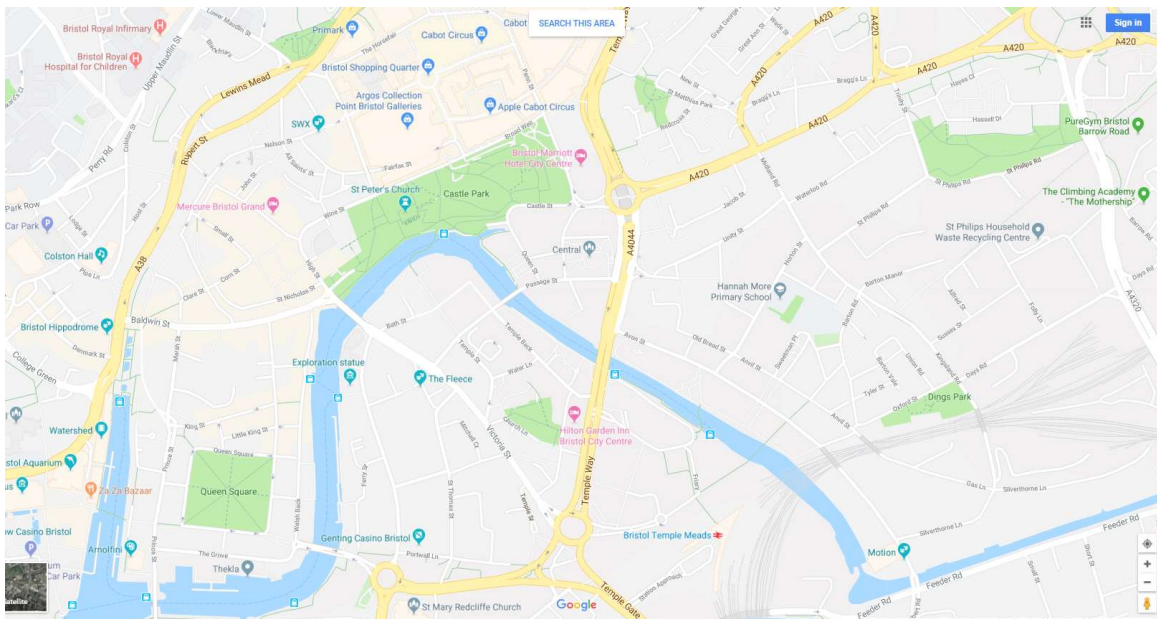
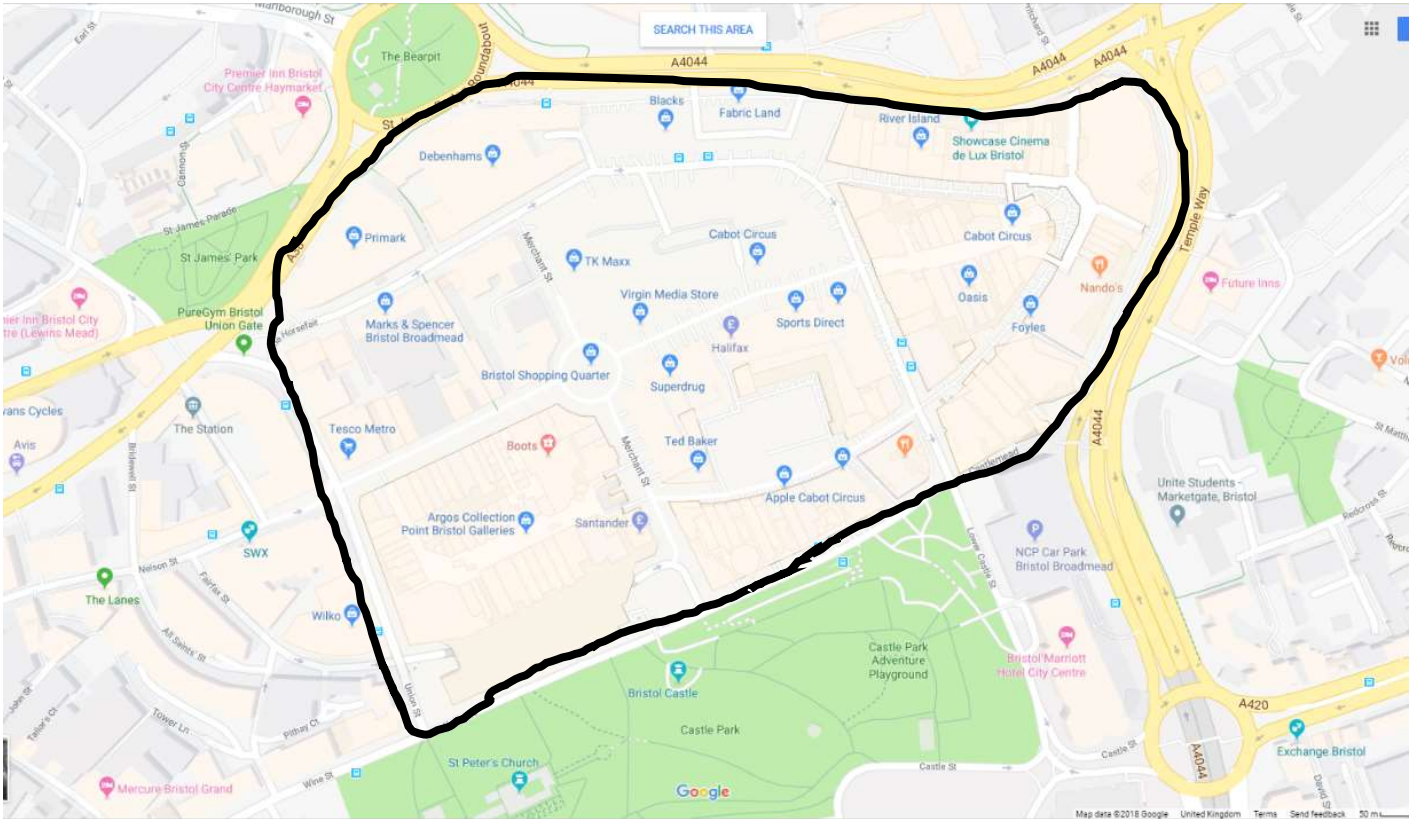
Hypothesis

THE DEVELOPMENT HAS HAD A POSITIVE IMPACT ON
THE EAST SIDE OF BRISTOL CBD BUT A NEGATIVE
IMPACT ON THE WEST SIDE OF THE CBD



Areas of Study

CBD of Bristol and immediate surroundings



Background into the areas & Risks

Cabot Circus:

Cabot Circus is a shopping centre in Bristol, England. It is adjacent to Broadmead, a shopping district in Bristol city centre. The Cabot Circus development area contains shops, offices, a cinema, hotel and 250 apartments. It covers a total of 139,350 m² (1,500,000 sq ft) floor space, of which 92,900 m² (1,000,000 sq ft) is retail outlets and leisure facilities. It opened in September 2008, after a ten-year planning and building project costing £500 million. Cabot Circus has over 120 shops, two department stores, several restaurants, a thirteen-screen Showcase Cinema de Lux, a Jungle Rumble Adventure Golf centre and is split into two areas, the circus itself and Quakers Friars.

Before the building of Cabot Circus, the site contained post war shopping units – evidence of which can be found on The Horsefair . However, when the development opened, residents were opposed to it, claiming it was taking away Bristol's identity and community feel leading to a 'big business dystopia'. There were also concerns about traffic congestion, pollution and parking. Even to this day, Bristol is still the most congested city in the UK.

The Galleries shopping centre

The Galleries Shopping Centre as it was originally known, opened in October 1991 in the wake of a UK recession, the shopping centre was later bought by The Mall Shopping Centre Fund (and renamed the Mall Bristol), managed by Capital & Regional and Aviva Investors. It replaced shops including a large Woolworths on the north side of Fairfax Street, and on the south side Fairfax House (a Co-operative department store opened in March 1962) where the Galleries car park now stands.^{[2][3]}

One of the entrances called "The Greyhound" was originally a historic Public House which closed in the early 1990s and incorporated into the building as an entrance

In January 2011, the centre was sold to HSBC European Active Real Estate Trust for £50.1 million, and the name was restored to The Galleries.

With the opening of Cabot Circus and the recession of 2008, many of the chain shops moved out of the Galleries and into the new Cabot Circus. This resulted in a large amount of empty shops and a decline of what was Bristol's main shopping centre from 1990s–2000s.

In 2019, the centre was sold by InfraRed Capital to LaSalle Investment Management for about £32 million.^[6]

We are looking at the regeneration of Bristol improving the area. We can get a sense of this by comparing the new parts to the old. You must take Geography ethics into account while completing this investigation.

Risk Assessment

Risk	Risk Level	How we reduce the risk
Trips and Slips	3/10	
Traffic	5/10	
Weather	3/10	

Methodology	Description and Sample Size – what do you do and how many measures did you take? Why this many?	Justification – why did you use this method? Why did you collect this data? How is it linked to concepts?	Positives of the method	What limitations did this methodology have? – describe any weaknesses of this technique
Primary data: Environmental Quality Index	Judge the environment of each area using EQI criteria Random location within chosen spaces x2	This will give me an idea of if the bottom part of Bristol CBD is run down or not. I expect to see more upkeep in the 'nicer' area as this is where most money gets spent	Helps prove hypothesis that Cabot Circus area is the nicer part but the further away you go, the environment should become worse	It is highly subjective and could be biased as I may compare this against my own experiences of other cities.
Pedestrian Count (Footfall at CBD)				
Traffic Count				
Clone Town Survey				

Questionnaire				
Mood Map				
Secondary data:				
Photograph annotation				
Textbook / websites	I used the AQA GCSE textbook to further my knowledge into the regeneration of Bristol helping me to form my basis of this investigation			

Environmental Quality Index

An environmental quality survey uses an observer's judgements to assess environmental quality against a range of indicators. Often, they work on a sliding scale of quality (like 1 to 5) to represent less good to good. As it is based on personal judgements the data collected using environmental quality surveys is subjective. Benchmarking the scoring between different observers will help reduce this subjectivity.

Site 1 – Cabot Circus 1							Site 2 – Cabot Circus 2						
Negative factor	1	2	3	4	5	Positive factor	Negative factor	1	2	3	4	5	Positive factor
Noisy						Quiet	Noisy						Quiet
Evidence of Litter						No Litter	Evidence of Litter						No Litter
Buildings of poor quality						Buildings of good quality	Buildings of poor quality						Buildings of good quality
Considerable of air pollution						Little of no air pollution	Considerable of air pollution						Little of no air pollution
No greenery						Some greenery	No greenery						Some greenery
Unsafe						Safe	Unsafe						Safe

Site 3 – Galleries 1							Site 4 – Galleries 2						
Negative factor	1	2	3	4	5	Positive factor	Negative factor	1	2	3	4	5	Positive factor
Noisy						Quiet	Noisy						Quiet
Evidence of Litter						No Litter	Evidence of Litter						No Litter
Buildings of poor quality						Buildings of good quality	Buildings of poor quality						Buildings of good quality
Considerable of air pollution						Little of no air pollution	Considerable of air pollution						Little of no air pollution
No greenery						Some greenery	No greenery						Some greenery
Unsafe						Safe	Unsafe						Safe

Site 5 – Broadmead 1							Site 6 – Broadmead 2						
Negative factor	1	2	3	4	5	Positive factor	Negative factor	1	2	3	4	5	Positive factor
Noisy						Quiet	Noisy						Quiet
Evidence of Litter						No Litter	Evidence of Litter						No Litter
Buildings of poor quality						Buildings of good quality	Buildings of poor quality						Buildings of good quality
Considerable of air pollution						Little of no air pollution	Considerable of air pollution						Little of no air pollution
No greenery						Some greenery	No greenery						Some greenery
Unsafe						Safe	Unsafe						Safe

TOTAL FOR THE GALLERIES:

TOTAL FOR BROADMEAD:

TOTAL FOR CABOT CIRCUS:

Pedestrian Survey (Footfall)

Pick a location and count how many people pass a point over 5 minutes. You would expect to see more people walking past in a redeveloped area (However consider other factors like time of day and weather)

Site name	Tally
Site 1 – Cabot Circus 1	
Site 2 – Cabot Circus 2	
Site 3 – Galleries 1	
Site 4 – Galleries 2	
Site 5 – Broadmead 1	
Site 6 – Broadmead 2	



Closed down!! →

Traffic survey

Pick a location and count how many cars pass a point over 5 minutes. Think about the location – is it more tailored to pedestrians? Could we use a traffic count to tell which shopping centre is more popular?

Time 1			
<u>Traffic Type</u>	<u>Tally</u>	<u>Total</u>	<u>% of Traffic at this site</u>
Lorries			
Bus/coach			
Van			
Minibus			
Cars			
Motorbikes			
Agricultural			
	Overall Total		

Time 2			
<u>Traffic Type</u>	<u>Tally</u>	<u>Total</u>	<u>% of Traffic at this site</u>
Lorries			
Bus/coach			
Van			
Minibus			
Cars			
Motorbikes			
Agricultural			
	Overall Total		

Clone Town Survey

Walk throughout the 3 main shopping areas. Tally up the types of shops you see using the tables on the next 3 pages. You need to identify at least 40 shops per area.

Chain store – A shop that you see in multiple cities (e.g. JD Sports)

Independent shop – A shop that is unique and only found in this location (e.g. Café on Ridgeway)

If you are not sure which category it fits in, Google the shop to see if there are other locations.

Once tallied, complete the equation on each page to work out if the area is a 'home town' or 'clone town'.

Clone towns are areas made up mainly of chain stores. We find these in the busiest and usually nicest areas of cities as the brands have the money to afford the expensive shops.

Home towns tend to be in the cheaper areas of a city centre where rent is less. As a result, areas that appear more run down tend to have more independent stores.

Town: Name of high street:

Shop Count

Type of shop	Independently owned	Chain store
1 Food retailer (butcher, baker, supermarket, etc.)		
2 Newsagents/tobacconists		
3 Stationery/books		
4 Department and catalogue stores		
5 Restaurant/takeaway/fast food/coffee shop		
6 Pub/bar		
7 Off licence		
8 Professional (insurance, accountancy, legal, etc.)		
9 Estate agents		
10 Health care shop/pharmacy		
11 Household items (furniture, kitchen, etc.)		
12 Clothing retailer (shoes, accessories, etc.)		
13 Cinema/theatre		
14 Electronic/IT (TVs, phones, computers, etc.)		
15 Pet shop/pet supplies/vets		
16 Barbers/hair salons/beauticians and cosmetics		
17 Toys/sports/cycling/outdoor leisure		
18 Mechanics/car accessories/petrol station		
19 Music/games/DVD/video (includes rentals)		
20 DIY/builders' merchant		
21 Garden centre/florists		
22 Dry cleaning/laundrette		
23 Travel agents		
24 Camera/photo developing shops		
25 Other (betting shop, casino, taxis, antiques, watch repairers, charity shop, cobblers, jewellers, etc.)		
TOTAL		

No. of types of shop _____

No. of independently owned shops _____

Total no. of shops _____
(Ideally 50, but no less than 40 and no more than 60.)

Clone Town Britain Score

Clone Town Britain score = $\frac{(\text{no of independent stores} \times 75)}{(\text{no. of shops})}$ + $\frac{(\text{no of types of shop})}{(\text{no. of shops})}$ =

Clone Town Rating										
10	20	30	40	50	60	70	80	90	100	
Clone Town					Border Town		Home Town			

Town: Bristol Name of high street: Cabot Circus

Shop Count

Type of shop	Independently owned	Chain store
1 Food retailer (butcher, baker, supermarket, etc.)		
2 Newsagents/tobacconists		
3 Stationery/books		
4 Department and catalogue stores		
5 Restaurant/takeaway/fast food/coffee shop		
6 Pub/bar		
7 Off licence		
8 Professional (insurance, accountancy, legal, etc.)		
9 Estate agents		
10 Health care shop/pharmacy		
11 Household items (furniture, kitchen, etc.)		
12 Clothing retailer (shoes, accessories, etc.)		
13 Cinema/theatre		
14 Electronic/IT (TVs, phones, computers, etc.)		
15 Pet shop/pet supplies/vets		
16 Barbers/hair salons/beauticians and cosmetics		
17 Toys/sports/cycling/outdoor leisure		
18 Mechanics/car accessories/petrol station		
19 Music/games/DVD/video (includes rentals)		
20 DIY/builders' merchant		
21 Garden centre/florists		
22 Dry cleaning/laundrette		
23 Travel agents		
24 Camera/photo developing shops		
25 Other (betting shop, casino, taxis, antiques, watch repairers, charity shop, cobblers, jewellers, etc.)		
TOTAL		

No. of types of shop _____
 No. of independently owned shops _____
 Total no. of shops _____
 (Ideally 50, but no less than 40 and no more than 80.)

Clone Town Britain Score

Clone Town Britain score = $\frac{(\text{no of independent stores} \times 75)}{(\text{no. of shops})}$ + $(\text{no of types of shop})$ =

Clone Town Rating

10	20	30	40	50	60	70	80	90	100
Clone Town					Border Town		Home Town		

Town: Name of high street:

Shop Count

Type of shop	Independently owned	Chain store
1 Food retailer (butcher, baker, supermarket, etc.)		
2 Newsagents/tobacconists		
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24 Camera/photo developing shops		
25 Other (betting shop, casino, taxis, antiques, watch repairers, charity shop, cobblers, jewellers, etc.)		
TOTAL		

No. of types of shop _____

No. of independently owned shops _____

Total no. of shops _____
(Ideally 50, but no less than 40 and no more than 80.)

Clone Town Britain Score

Clone Town Britain score = $\frac{(\text{no of independent stores} \times 75)}{(\text{no. of shops})}$ + $(\text{no of types of shop})$ =

Clone Town Rating

10	20	30	40	50	60	70	80	90	100
Clone Town					Border Town		Home Town		

Questionnaire

DO NOT DO THIS IN OR NEAR CABOT CIRCUS OR THE GALLERIES!

Questionnaires are great ways to see if regeneration has had a positive impact on the people providing us with greater evidence for our conclusions. When conducting questionnaires, make sure you consider your Geographical Ethics.

Firstly, explain that you are a student from Plympton Academy collecting data about opinions of Bristol Regeneration. It is a very basic questionnaire that will take no longer than 1 minute and all data is only used for a GCSE exam and will not be published. If a member of the public does not want to answer, do not push them. This is not an essential part of the fieldwork but will provide you with advanced Geographical experience.

Try to make this stratified by asking only people over the age of 30. **Don't ask a person for their age but you can make assumptions**

All questions are based on a scale of 1 – 5 (5 being the best)

Question	Person 1	Person 2	Person 3	Person 4	Person 5
1. How would you personally rate Cabot Circus?					
2. How would you personally rate Broadmead?					
3. How would you personally rate the Galleries?					
4. Has the regeneration of Cabot Circus improved the look of the area? (1 – worse / 3 – no change / 5 – much better)					
5. How safe do you feel in Bristol city centre?					
Any other comments? (Write in note form)					
Total out of 20 (per person)					

Remember to say thank you for their time.

Land Use Mapping

Land use mapping is a method of primary data collection **and** data presentation. It can easily help us in relation to the clone town survey. For each Transect, identify the types of shops using the following keys



Key

- C = Chain Store
- I = Independent
- N = Closed

Transect:

- 1- Galleries (1 floor), Quakers Friar, Cabbot south side (1 floor)
- 2- Broadmead (both sides) Cabbot centre (1 floor)
- 3- Horsefair both sides, Cabbot north side (1 floor)

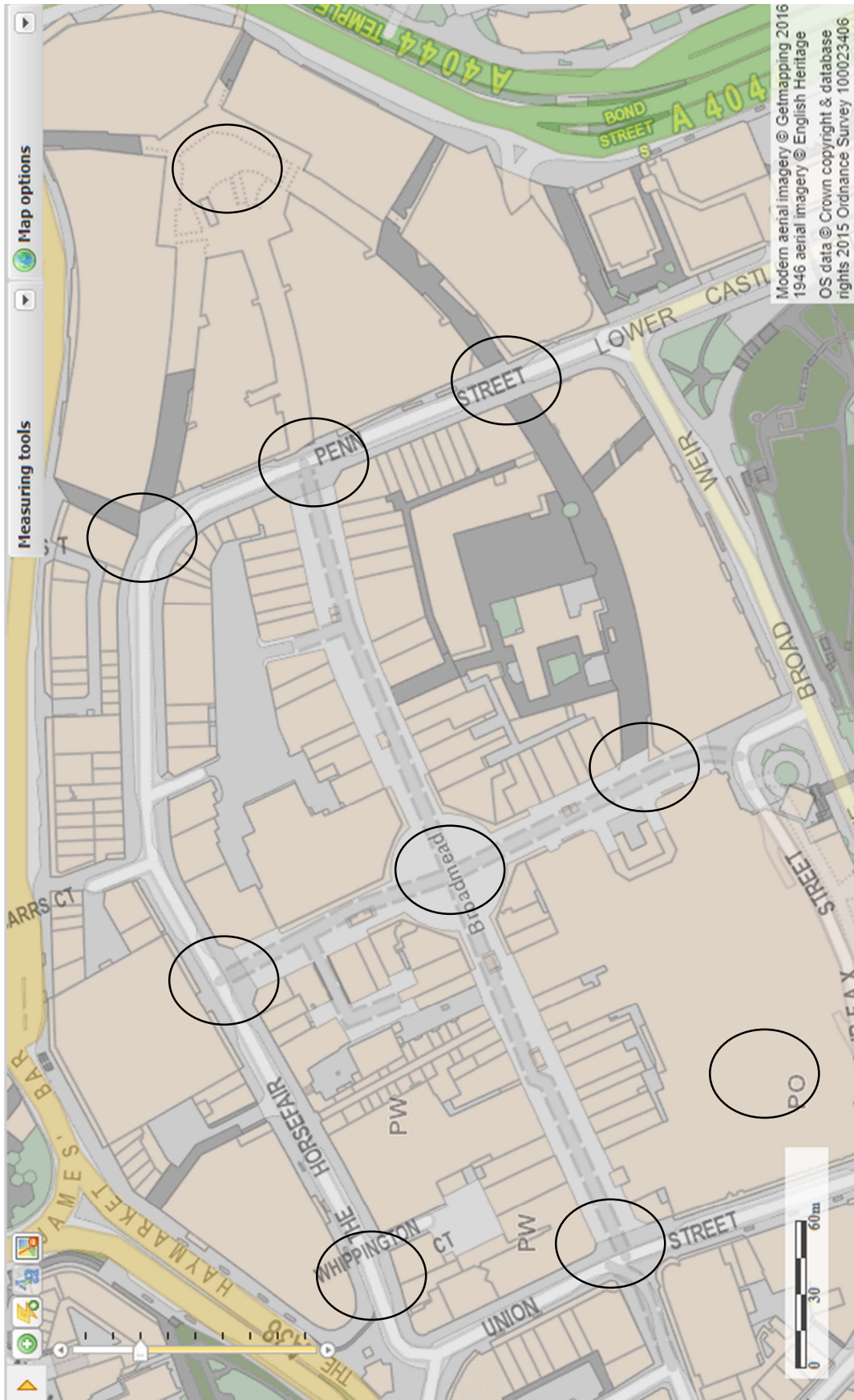
Photo annotation – Secondary Data

Below are two photos of Bristol. One from Cabot Circus and one from the Broadmead. You need to annotate around the outside drawing comparisons. Think about the appeal of the place, the architecture, ease of access the types of shops / services. and how safe you think the area is.



Mood Mapping

This method looks at how you 'feel' about a place. Regenerated areas should evoke the most positive emotions whereas places which are more run down may make you not as happy. Use the following key to mark your mood in the following locations



When marking this, do not consider weather etc. but what the place is like. Would you feel ok here at night by yourself?

Mood Rating (Scale 0-10)

0 = I do not like here / I don't feel safe here / This place makes me sad

5 = I feel comfortable but could feel uncomfortable e.g. at night

10 = I feel happy / I like this place / I feel very safe here