

	<b>Bristol Fieldwork</b>	
<b>Key point</b>	<b>The knowledge</b>	<b>Useful diagrams</b>
Title of Fieldwork Enquiry	Has the regeneration of Bristol Harbourside been a success?	
Data types	<ul style="list-style-type: none"> <li>• <b>Primary:</b> Data collected yourself e.g. land value survey, questionnaire, environmental quality survey</li> <li>• <b>Secondary:</b> Data collected by others e.g. newspaper and websites.</li> </ul>	
Importance of location	<ol style="list-style-type: none"> <li>1. <b>Close to school</b> – Less than 1 hours’ drive. Data can be collected within one day.</li> <li>2. <b>Local knowledge</b> – Bristol is one of the UK’s best examples of urban regeneration. As residents of the city, we are given a unique opportunity to assess the project’s success through our own personal experience.</li> <li>3. <b>Interleaving</b> – Bristol is our HIC case study for the urban unit of Paper 2.</li> </ol>	
Risks	<ol style="list-style-type: none"> <li>1. <b>Coach travel</b> – Wear a seatbelt at all times and bring a sick bag.</li> <li>2. <b>Stranger danger/getting lost</b> – Stay in groups of no less than 3 at all times, make sure you have an emergency phone number with you.</li> <li>3. <b>Harbour:</b> Stay away from the water, call 999 and First Aid if emergency.</li> </ol>	
Sampling methods	<ol style="list-style-type: none"> <li>1. <b>Systematic</b> - This is when you avoid bias by stopping every 5th person who walks past, or stopping every 10 metres to record something</li> <li>2. <b>Stratified</b> - means ‘in layers’ and this is when you deliberately introduce bias to get a wider sample. E.g. stopping 2 people from each age bracket</li> <li>3. <b>Random</b> - This is when you don’t think too carefully about your sample, e.g. picking 10 people at random to ask your questionnaire or stopping randomly to survey the land value</li> </ol>	
Collection methods	<ol style="list-style-type: none"> <li>1. <b>Land Value Survey (or Cost Benefit Analysis):</b> Study and recording of the way in which land is being used in specific area. <ul style="list-style-type: none"> <li>• <b>Why did we chose it?</b> It does not take long to do, it does not require much equipment, it is relatively easy to carry out.</li> <li>• <b>Limitations:</b> It is subjective, statistics might not always been accurate/reliable, there is not a wide range of categories to choose from.</li> </ul> </li> <li>2. <b>Environmental Quality Survey (or Bipolar Evaluation):</b> An observer’s judgements to assess environmental quality against a range of indicators. <ul style="list-style-type: none"> <li>• <b>Why did we chose it?</b> It is easy to carry out and understand, it does not require much equipment, it is relatedly easy to carry out.</li> <li>• <b>Limitations:</b> It is subjective, statistics might not always been accurate or reliable, categories can be difficult to determine, sample is small.</li> </ul> </li> <li>3. <b>Questionnaires:</b> Face-to-face questionnaires are conducted by an interviewer to collect a respondent’s thoughts and opinions. <ul style="list-style-type: none"> <li>• <b>Why did we chose it?</b> It is relatively straight forward to do, it provides more in-depth information on people’s opinions and beliefs.</li> <li>• <b>Limitations:</b> It takes time to carry out, poor weather conditions means fewer people around, anonymity is an issues.</li> </ul> </li> </ol>	
Presentation methods	<ol style="list-style-type: none"> <li>1. <b>Land Value Survey – Divided Bar Graph:</b> A bar graph with five data groups, one for each category. This is useful for us when comparing the different types of land use in the area. <ul style="list-style-type: none"> <li>• <b>Why did we chose it?</b> It allows us to compare five data sets on one graph, summarise a large amount of data in a visual, easily interpretable form.</li> <li>• <b>Limitations:</b> Often require additional explanation, fails to expose key assumptions such as causes, impacts, and patterns.</li> </ul> </li> <li>2. <b>Environmental Quality Survey – Radial Diagram:</b> Are a way of comparing multiple quantitative variables. <ul style="list-style-type: none"> <li>• <b>Why did we chose it?</b> Useful for seeing which variables have similar values or any outliers, useful for seeing which variables are scoring high/low within a dataset, making them ideal for displaying performance.</li> <li>• <b>Limitations:</b> Graph can be complicated to read with data overlapping, graphs can only show five different variables, which can create bias.</li> </ul> </li> <li>3. <b>Questionnaire – Sphere of Influence:</b> Shows the movement of people from one place to another. Each line joins place of origin and destination. <ul style="list-style-type: none"> <li>• <b>Why did we chose it?</b> It clearly highlights how far people have travelled to visit Bristol, it highlights patterns of population flow.</li> <li>• <b>Limitations:</b> Fails to provide detail as a world map would ignore regional variations whilst a regional map would ignore global patterns.</li> </ul> </li> </ol>	

Results	<ol style="list-style-type: none"> <li>1. Large range of employment, leisure, tourist and residential opportunities across the Harbourside.</li> <li>2. Environmental quality was consistently high across the Harbourside and the areas was well looked after.</li> <li>3. Harbourside is a popular tourist destination within Bristol and the South West.</li> <li>4. Harbourside is an areas with high level of investment and capital.</li> </ol>	
Statistical measures	<ul style="list-style-type: none"> <li>• <b>Mode</b> – The most common number in a data set</li> <li>• <b>Median</b> – The middle number in a data set</li> <li>• <b>Mean</b> – The average value in a data set</li> <li>• <b>Range</b> – The difference between highest and lowest value in a data set</li> <li>• <b>Interquartile range (IQR)</b> - Is a measure of statistical dispersion, being equal to the difference between 75th and 25th percentiles</li> </ul>	
Conclusion	<p><b>Overall</b> – Overall, the regeneration of the Harbourside has clearly been successful. There are now clean, open spaces filled with many tourist, leisure, employment and residential opportunities. This is very different from the disused harbour the area had become prior to regeneration. There are also a wide range of tertiary employment opportunities available in restaurants, museums and banking, suggesting that the area is also a popular place to work. There are however, still some brownfield sites that remain</p>	
Evaluation	<p><b>WWW:</b></p> <ul style="list-style-type: none"> <li>• Collected a range of different primary data from a number of different locations to help reach a solid conclusion.</li> </ul> <p><b>EBI:</b></p> <ul style="list-style-type: none"> <li>• Could have visited on more than one day in order to gain more data to give more reliable conclusions.</li> <li>• Could have visited at different times of year to gain comparable data.</li> <li>• Methods used were based on individual perception so meant that findings weren't completely scientific.</li> </ul>	