Geographical investigation: Dynamic urban area

**Geographical theory:**

There are multiple factors that can affect a person’s quality of life e.g. building quality, quality of the natural environment and access to services. People’s quality of life tends to be better in the CBD as there is more investment from the local government as these areas provide more money to the economy. Whereas, the inner city is often more deprived as they have experienced de-industrialisation.

**Sampling used to select data collection sites:**

Stratified sampling was used to select two contrasting areas within the city of Nottingham. Sites were pre-chosen using an OS map to ensure they were within close proximity and chosen in different parts of the city (CBD and inner city). Random sampling might not have been appropriate as I needed to ensure two contrasting areas of the city were selected to compare quality of life. The sites chosen were the Lace Market (CBD) and Sneinton (inner city).

**Site selection - Nottingham:**

The city of Nottingham has a range of land uses. This is good because we can compare quality of life based on different services. It is easy to get to via main roads such as A612 so getting here from school will be quick. This is good because we will have more time to collect data.

**Hypotheses:**

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| **Key question** | **Geographical theory** |
| 1. How does building quality vary between the Lace Market and Sneinton? | Building quality is usually poorer in more deprived areas as they receive less funding. |
| 2. How does the quality of the environment vary between the Lace Market and Sneinton? | The quality of the environment will be poorer in deprived areas as these areas contribute less to the local economy and aren’t usually hot spots for visitors. |
| 3. How does the variety of services vary between the Lace Market and Sneinton? | Affluent areas will have a greater variety of services as they need good transport links for employees and visitors. |
| 4. Why does quality of life vary between the Lace Market and Sneinton? | Quality of life tends to be lower in the inner city of urban areas as they have de-industrialised, resulting in high unemployment rates. |

**Results:**

Building quality was better in the Lace Market, with 70% of buildings categorised as refurbished or modern, compared to 50% at Sneinton. The majority of building functions were businesses at the Lace Market at 50%, whereas at Sneinton 30% of the buildings were unoccupied.

The average environmental quality was higher at The Lace Market at +1, compared to Sneinton at 0. The Lace Market had a smaller spread of scores, generally ranigng from +1 to +2, whereas Sneinton’s scores ranged from -2 to +2. Traffic, servies and building quality was all categorised high in the Lace Market. In Sneinton, building quality ranged from -1 to 0 and services ranged from -2 to 0.

Overall, most people agreed that the Lace Market would have the better quality of life as they are closer to services.

**Conclusion:**

1. How does building quality vary between the Lace Market and Sneinton?

Building quality is better in the Lace Market compared to Sneinton, with 70% of buildings in the Lace Market being refurbished or modern. This is likely as the majority of buildings in the Lace Market are businesses which reinvest in the area to increase opportunities in the area. Whereas 30% of the buildings in Sneinton are unoccupied, so are less likely to receive government funding.

1. How does the quality of the environment vary between the Lace Market and Sneinton?

The quality of the environment is better in the Lace Market, at an average of +1, compared to Sneinton which scored on average 0. Open spaces and gardens were ranked as 1 to -1 in Sneinton, as there was limited greenery in the area. Whereas in the Lace Market, the average score was +1 with lots of trees planted in the area.

1. How does the variety of services vary between the Lace Market and Sneinton?

Services was ranked as +2 in the Lace Market, and 30% of the buildings provided services to the area. Whereas, services in Sneinton was ranked as 0 to 1, and 20% of buildings provided services to the area. This suggests that the Lace Market has a better quality of life than Sneinton.

1. Why does quality of life vary between the Lace Market and Sneinton?

Quality of life was shown to be better overall in the Lace Market, compared to Sneinton. This is likely as a result of increased government and business investment in the area to improve job opportunities and therefore economic growth. Sneinton is based in an inner-city area, which has experienced de-industrialisation. Therefore, there is a higher percentage of buildings that are old, in despair or are closed.

**Evaluation:**

Limitations of methods:

* Building survey – we only survey 20 buildings for each site, each survey was only completed by one person (bias).
* Environmental quality survey – we only completed one survey for each site, each survey was only completed by one person (bias).
* Questionnaire – we only asked 10 people.

Ways we improved the reliability of our data:

* Collected data in groups to reduce human error
* Compared results in groups and recorded the average to reduce bias e.g. environmental quality survey score
* Took photographs at each site to provide qualitative data to back up quantitative data

**Methods of data collection:**

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| **Method** | **Description** | **Equipment** | **Sampling** | **Justification** | **Data presentation** |
| Building survey | I will create a table whereby I rate the style (how good it looks) and function for each building for two sites in the Lace Market and two sites in Sneinton. I will record this for the first 10 buildings on the two chosen streets. I will then present this data as two separate pie charts for each site; one for building style and one for building function. | Building survey, clipboard, pen | I will use systematic sampling to reduce bias in the buildings measured. I will record the building style and function for the first 10 buildings on each street. I will complete this on two streets so I have a larger data set. | . This survey is beneficial as it will give me a clearer understanding of what the building quality is like in the two areas of Nottingham. If most of the buildings in one area are rated as O, D or R then I will be able to state that quality of life is lower in this area. | Pie chart – I calculated the percentage of the overall building quality and function for both sites and presented this as four separate pie charts (x2 for building function between sites and x2 for building quality between sites.  Justification – Good visual representation of the quality of buildings at each site. Easy to make comparisons between sites. |
| Environmental quality survey | I will create a table whereby I rate features of the environment. Each feature will be rated from -2 (very poor) to +2 (very good) based on my opinion. I will then present this quantitative data as a radar graph for each site to analyse. I will complete one environmental quality survey for each site. | EQS, clipboard, pen | I will use stratified sampling and complete one EQS for each site. | This survey is beneficial as it will give me a clearer understanding of what the environment is like in the two areas of Nottingham. If the scores are particularly lower for one area, I will be able to state that quality of life is lower in this area. This data will help me answer my 2nd hypothesis, “how does the quality of the environment vary between the Lace Market and Sneinton?” | Radar graph - A radar graph shows how positive or negative each location is. If the shape is smaller, then quality of life will be lower as the quality of the environment will be lower.  Justification - Good visual representation of the quality of the built environment at each location, which can be used to make clear comparisons. |
| Questionnaire | I will ask a mixture of open and closed questions. The questions will be designed to gain information for my four key questions. I will ask 10 people to answer my questionnaire throughout the day. The questions will focus on which area has a better quality of life and why they think this. | Questionnaire, clipboard, pen | I will randomly select 10 people to ask in the area. This will reduce bias based on age, gender or ethnicity. | I will ask a mixture of open and closed questions to gain quantitative and qualitative data. The closed questions will enable me to identify patterns, and the open questions will provide context for the patterns identified. The answers to my closed questions will be presented as a bar chart. This method is important to help me answer my final key question, “why does quality of life vary between the Lace Market and Sneinton?” | Bar chart – answers to the closed questions will be presented as a bar chart, with each bar representing the number of responses to each question.  Justification – Good visual representation of data, shows a clear distribution of data points. |

**Risk assessment:**

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| Hazard | Description of risks | Risk level (high, medium, low) | Control Measures (ways to reduce risk) |
| Crossing a busy road | Hit by a car = injured or killed | low | Only cross the road at a designated crossing |
| Unusual weather | Getting a weather-related illness e.g. heat stroke | medium | Wearing appropriate clothing, having sun cream, access to water etc. |
| Slips, trips and falls | Injury caused by falling | Low/medium | Appropriate footwear and looking where you are walking |

**Secondary data:**

News article from the Nottingham Post suggested that Nottingham has varying levels of deprivation, and that those with higher deprivation levels will have a lower quality of life. The article also suggested that the Lace Market had a much lower deprivation level of only 8% and was ranked 167th most deprived area in the country. Whereas Sneinton was ranked at 42nd most deprived area in the country, with high rates of crime, health deprivation and disability.

**Enquiry question:**

To investigate how and why quality of life varies between the Lace Market and Sneinton.