

## Candidate 2 evidence

What area is more popular, the High Street or Retail Park?

I stood outside the Howgate in the High Street to conduct questionnaires. I asked 11 people and asked questions such as why are you here, how close do you live, how often they visit, how they get there and what they thought of the area. This is an effective technique because you get information directly from the source and you get a lot of information in a short amount of time.

In the Retail Park I conducted a RICEPOTS land use survey. I only looked on the ground floor of each building and looked along both sides of the road. This is effective because it shows me what each building is used for and shows me which shops are more in demand and more popular. I sorted each building into the different RICEPOTS categories to do this.

Figure 4 shows ~~that~~ that 100% of people travelling to the Retail Park get there by car. The most popular way of transport to the High Street is by public transport with 6 out of 11 people travelling this way. The reason that the most popular form of transport to the retail park is car might be because the retail park has over 2,500 free parking spaces. This might also be because the retail park has a supermarket, Tesco, and when buying things from here a car is the easiest way to get purchases home. The reason that public transport is the most



popular for the High Street is because there is a bus station nearby and elderly people over 60 get free bus passes.

Figure 9 shows that there was 64 more vehicles passing the high street than there was passing the retail park. This might be because more people are trying to go to the high street so create a lot of traffic compared to the Retail Park.

Figure 8 shows that the high street's customers preferred shopping at the high street, 4 out of 10, and customers at the retail park preferred shopping at a shopping centre, 2 out of 3. This might be because even though the Retail Park has a glass canopy to protect customers from the weather, there are panels missing meaning it doesn't do as good a job as a shopping centre would at keeping shoppers warm and dry.

Figure 5 shows that 100% of shoppers at the retail park don't shop here and the most popular things to buy at the high street was everyday goods, 4 out of 11, with only 3 out of eleven people not shopping there. This might be because there is a bigger variety of shops in the high street than the retail park which will cater to more people's needs.

Figure 2 and 10 show that both of the retail park and high streets customers mainly live within 5 miles of the area. 66% of the retail Park's customers live within 5 miles and 80% of the High street's customers live within 5 miles.



more of

The retail park's customers were willing to travel further than the high street's were. This might be because the retail park has more high order shops so people are willing to travel further to purchase high order products. There is also a few entertainment places and restaurants there that customers can spend the day at so are willing to travel far to stay for a long amount of time.

Figure 6 shows that 100% of the retail park's customers said that they thought the quality is good but only 8 out of 11 customers at the high street thought the quality <sup>there</sup> was good. This might be because there is less litter in the ~~the~~ Retail Park and the area is more clean than it is in the high street.

Figure 1 shows that the most popular reason to be at ~~the~~ both areas was for shopping with 6 out of 11 ~~people~~ people at the high street ~~being there~~ a being there for this and 66% of people at the retail park being there for this. This is likely to be because figure 7 shows that both areas most ~~common~~ common type of building was a commercial shop so that is the reason why people will go there. \*

In conclusion, both areas are popular for different things. The Retail Park is more popular for entertainment and high order purchases and the High Street is more popular for everyday goods.

\* Figure 3 shows that the most ~~most~~ common amount of times they visit the area in the Retail Park is 1 or 2 times a week, ~~and~~ and everyday for customers in the High Street, 5 out of 11. This is likely to be because the things sold at the high street are more everyday items so it is needed to be visited very often and the things sold at the Retail Park are more high order goods and entertainment facilities which don't need to be visited quite as much as people shopping in the High Street. ○

\*\* ~~Both~~ Both areas most common type of vehicle to pass by was a car. ~~Both~~ ~~Both~~ ○



Figure 1

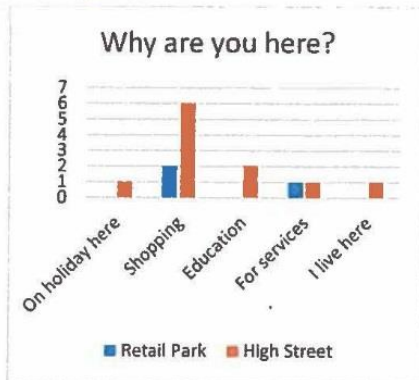


Figure 2



Figure 3



Figure 4

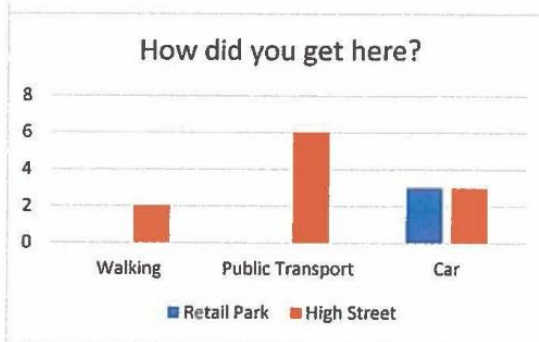


Figure 5

Figure 6

Figure 7

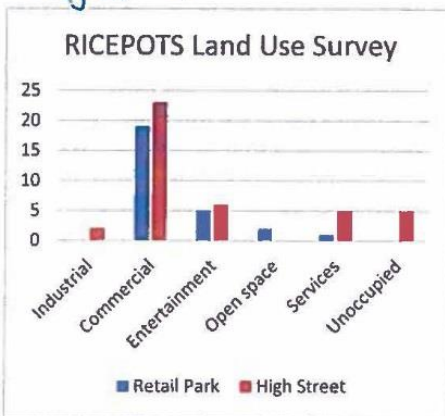


Figure 8



Traffic Count Survey

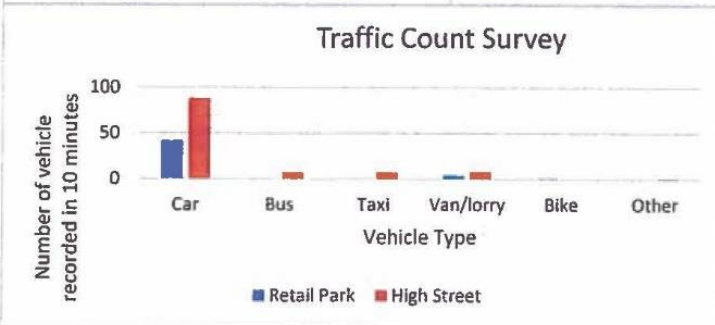


Figure 9



Figure 10