

Accuracy

- misclassify shops
- miss smaller shops (2nd floor)

Reliability

- small sample size
- ↑ bias

PROBLEMS / LIMITATIONS

Accuracy + Reliability

- ↑ very subjective
- ↑ bias
- point survey = small sample

TRANSECT SURVEY

- = larger sample
- used equipment = decibel meter for noise

IMPROVEMENTS

- Secondary data from Council map
- ↑ sample size
- longer than 10 mins
- repeat count
- Used a clicker or video to record pedestrians

Justification of study

- Worthing town centre has recently undergone a multi-million £ regen
- ideas is to ↑ visitors + income to centre
- study aims to see if this regeneration has been successful

Justification of location

Count

Why?

- If we assume pedestrians represent customers, the higher the footfall - which count the higher one area is more attractive and has more income than the other → indicates success
- only 10 mins due to time constraints / man power

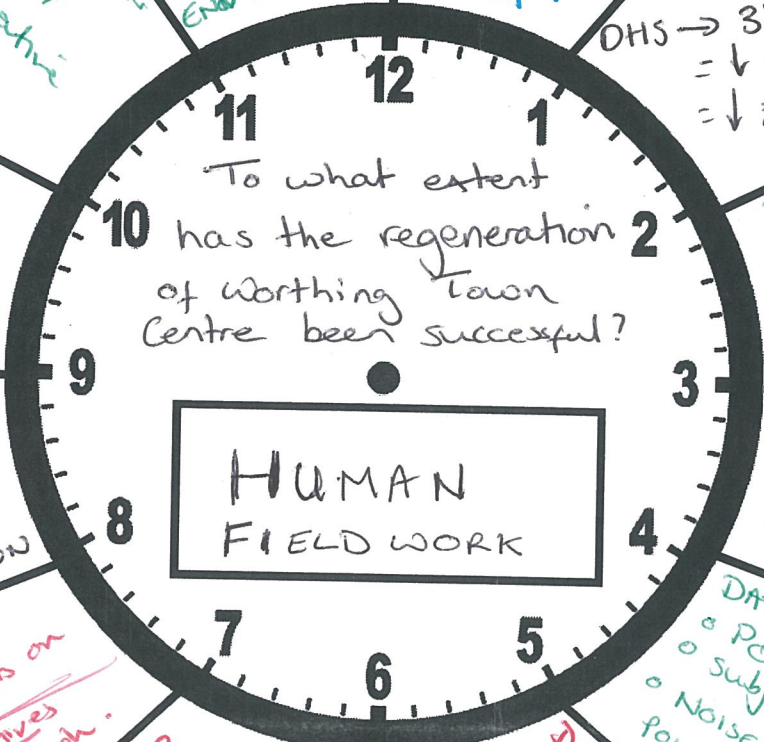
STOP TYPE / COUNT

Accuracy

- miscount when tallying

Reliability

- only 1 + 10 min count
- = 0.07% of day
- may not represent
- ↑ chance of anomalous data



DATA COLLECTION

- Point survey - 10 mins
- Regenerated area
- Count as walk pass

DATA COLLECTION

- Point survey (360°)
- Counted shops
- into categories by type
- 1. eateries 2. other 3. empty + comparison
- Number of shops, in particular number of comparison goods + eateries is a clear indicator of the success of a regeneration project. ↑ other, empty or convenience stores = ↓ successful.
- 360° Point due to time constraints / man power. Different sized areas!

RESULTS + CONCLUSIONS

Ped. Count = 40+ in regenerated area

Env Q = mean - R = +1

NR = -0.8

Shoptype = 30% comparison in Regenerated area vs 15% comparison in non-regenerated

Overall results indicate regeneration has been successful → all data sets point to this

POOR METHODS = WEAKER CONCLUSION

DATA PRESENTATION - ENV. QUALITY

- ⊕ easy to compare 2 areas
- ⊕ shows how each category impacts on overall score
- ⊕ shows mean score
- ⊕ located.
- ⊖ difficult to locate accurately on map.

DATA PRESENTATION - SHOPTYPE COUNT

- ⊕ shows variety of shops present
- ⊕ shows % of shop type present - no need for same number of shops to be counted in total
- ⊖ low accuracy when drawn by hand
- ⊖ do not show exact number of shops counted in total or in each category.

Alternatives

- Compound bar chart
- Proportional pie chart
- radius = scaled number of shops.



DATA PRESENTATION - PED. COUNT

- ⊕ easily relatable - drawing = what was counted
- ⊕ doubly proportional - can be repeated
- ⊕ located - shows direction
- ⊖ limited accuracy due to scale (1 cm = 20 ppl)
- ⊖ doesn't show direction

Alternatives

- Pie chart
- Proportional arrows

ENVIRONMENTAL QUALITY

Why?

- Discussion suggested 5 chosen categories had biggest impact on env. quality
- ↑ env. quality = ↑ success of urban regeneration
- visitors which increases income -