Summary of Urban Fieldwork Methodological Enquiry: Salford Quays
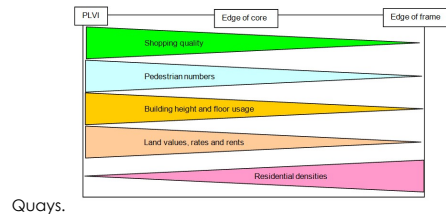
Geographical Enquiry Focus

Enquiry Question: What is the impact of urban regeneration on Salford Quays?

Hypotheses:
Urban regeneration has had a positive impact on Salford

Quays.

Fieldwork Location

Study Site: Salford Quays, Manchester, UK
Study Site Key Facts: Originally inland dock area at end of Manchester Ship Canal, industrial decline in 20th Century, area became run-down & derelict.
Specific Sites: 6 locations across the site - Bridge by Media City, Square / Palazzo Media City, Bridge / Quay by Lowry, Bridge at Mariners Quays, by Watersports Centre & outside the Lowry Centre.
Justify why these specific data collection sites were chosen.
Accessible – there is ample car parking in the Salford Quays area including a coach park for the coach. We could then walk to the six survey points from here.
Safe – access to all six sites was mainly on pavements and pedestrianised areas which avoided traffic. The area is relatively open and well maintained with the docks fenced off.
Appropriate data – Salford Quays allowed me to access an urban area that has been regenerated with numerous different sites. This allowed comparison of data such as pedestrian density, traffic flow and environmental quality.

Risk Assessment

Hazard	Risk	Strategies to Minimise Risk
CAUTION	Falling into dock and drowning	Stay away from barriers
	Walking into lamp posts	No mobile phones! Look out!
	Being hit by a tram	Avoid tramlines.
	Bridge opening whilst on it	Listen for warning bells

It is important to carry out a risk assessment in order to ensure that I stay safe. By identifying a risk in advance, I can put in measures to reduce the risk.
For example, by not using mobile phones I can avoid walking into lamp posts!

Sampling Strategies

Strategy	Data Sampled	Explanation
Spatial	Env. Qual. surveys conducted at 6 specific locations	To compare data in different locations around Salford Quays.
Systematic	N/A	Chosen random data at set intervals
Random	Ped. Count	All options are possible in terms of outcomes.
Opportunistic	Traffic survey	Deliberately choose certain groups to survey e.g. types of vehicles.

Justify why you used one of your sampling strategies.
I used spatial sampling to be able to compare the impact of urban regeneration on different parts of Salford Quays.

Data Collection Methods

	Primary
Qualitative (descriptive)	Environmental quality survey
Quantitative (numerical)	Pedestrian count
	Traffic count

Why did we use only primary data?
Only used primary data because I wanted to analyse the impact of urban regeneration on that day. I wanted reliable and accurate data.

Justify why you used one of your primary data collection techniques.
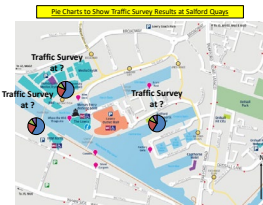Pedestrian count:
- Quantitative data
- Identify patterns of high and low pedestrian density
- Relate to facilities – attractions such as Lowry theatre
- Evaluate impact of urban regeneration

Data Processing

Pedestrian count – data was collated for the whole class to create a larger sample.
Traffic survey – mean average number of each type of vehicle was calculated to identify patterns.
Environmental quality survey data was collated to give an overall score for each location.

Data Presentation

Traffic survey data was presented as located pie charts on a map of Salford Quays. This allows patterns of types of vehicles to be identified.

Data Analysis

My results indicate that there are greater numbers of pedestrians in areas such as The Lowry Outlet Mall (34) and Media City (42). Here there are many attractions for people such as shopping or bars and cafes.
This means that there will be higher numbers of pedestrians seen in these areas as this area is pedestrianised.
The most common type of vehicle were cars for example 25 were counted at Detroit Bridge. This links to the number of pedestrians seen as many will have travelled to Salford Quays for shopping or to work. Most people prefer to drive to go shopping as this means that they have more flexibility in when and where they travel.
The environmental quality survey showed me that most areas of Salford Quays are of a good environmental quality, for example, outside Media City the overall score was +12. Here there was little litter due to the availability of litter bins. This is a high score, considering the high number of pedestrians here, who could potentially drop litter.

Evaluation

	Strengths	Limitations	Improvements
Methods	Simple Easy to do	Possible to make mistakes EQS data is subjective	Work in pairs to check Agree EQS criteria in advance
Results	Accurate reflection of that day	That day may not be typical	Repeat surveys over range of days/weeks/months
Conclusions	Clearly support hypothesis	Inaccurate results may lead to inaccurate conclusions	Account for possible alternatives in conclusions

Conclusions

Urban regeneration has had a positive impact on Salford Quays.
Pedestrian numbers are high which supports local businesses in the Outlet Mall and Media City. They are also an indication of high numbers of people working in the area. This means that the local economy is successful. The multiplier effect ensures that the wider area also benefits such as landlords for local accommodation, supermarkets and transport providers.

Links to Geographical Theory

My results support the theory that high numbers of pedestrians will be seen in the centre of the urban zone.

There is also a high quality of buildings, especially around Media City, where there has been considerable investment in new studios and offices, which attracts the pedestrians.