

Geography Fieldwork Answers: Human

Title: How successful was the Cardiff Bay regeneration project?

Explain the advantage(s) of the location used. [2]

We used Cardiff Bay as the area had undergone a large regeneration (£2.4bn investment), ✓
and we had easy and safe access to the whole area. ✓

Suggest why data you collected may have been inaccurate. [2]

We conducted our survey in the middle of the day on a weekday, ✓
so most of the locals were at work, and we only found tourists and retired people (meaning that
our data was not representative). ✓

Justify one primary data collection method used. [3]

We conducted an Environmental Quality Assessment every 100m along a transect from Cardiff
Bay into Bute Town, ✓
which allowed us to make comparisons between different parts of the regenerated area. ✓
We used systematic sampling instead of random to make it easier to spot trends. ✓

Identify one potential risk and explain how it was reduced. [3]

There was a risk of getting lost. ✓
We stayed in groups of at least four, ✓
and had the contact numbers of responsible adults. ✓

Justify the use of maps, photographs or field sketches. [3]

We used ArcGIS maps to show the EQA results along the transect. ✓
This allowed us to have a clear visual interpretation of our results, ✓
and to easily draw conclusions from them. ✓

Assess the effectiveness of your data presentation techniques. [6]

We geolocated all of our Environmental Quality Assessment (EQA) scores and presented the data using ArcGIS, using proportional circles on the map to represent the average EQA score at each site. Taking the average of all of the groups reduced bias (because the EQA is subjective). Presenting the data on a map allowed us to easily see the trends. However, we were not able to see the individual components of the EQA score on the map. (The EQA is made up of twelve components, which are added up at each point to give the final score).

We also recorded the land use type of each building in the centre of Cardiff Bay. We coloured in each building according to the land use. Presenting the data in this way allowed us to easily see which land uses covered most of the area, and also allowed us to see the differences between the different parts of the area as well (which would not have been possible if the data was presented in a table).

Assess the suitability of your chosen location. [6]

As one of the largest regeneration projects in recent UK history (having received an estimated £2.4bn in investment for regeneration), the Cardiff Bay area was a great place to survey. We also had easy and safe access to the whole area.

However, as it is a popular tourist destination, we encountered many tourists while conducting our survey. This may have affected the results of our survey. Also, the Cardiff Bay area was too big to survey fully in one day.

Assess the effectiveness of your data collection methods. [6]

For the Environmental Quality Assessment (EQA), we sampled eight sites every 100m along a North-South transect from Cardiff Bay into Bute Town. At each site, we decided as a group what the site deserved in each of the twelve categories that make up the overall EQA score. This reduced bias as the EQA is subjective. Then, we averaged out all of the groups' scores at each site to almost completely eliminate bias. However, we may have missed some changes to the environmental quality in between the sites, as we only sampled every 100m.

As part of the land use survey, we recorded the types of buildings around Cardiff Bay. We then colour coded the different land uses on a map. However, there were only eight land use categories, and therefore it was unclear which land use some of the buildings belonged to. Also, we did not have time to survey the whole area.

For the questionnaire, we attempted to use stratified sampling by age and gender to get a range of opinions from the public. However, we had a limited amount of time which meant that we were not actually able to hear from as many people as we had hoped to.

To what extent did your results and conclusions meet the overall aim of your enquiry? [9+3]

The aim of our enquiry was to find out how successful the Cardiff Bay regeneration project was. To do this, we tested three things: the Environmental Quality Assessment (EQA), the land use survey, and the questionnaire.

Firstly, we conducted an EQA every 100m along a North-South transect belt from Cardiff Bay into Bute Town. If the regeneration was successful, then all sites would have good environmental quality, but our results showed a noticeable drop off in EQA score around sites 4 and 5, where the score was less than half of the EQA score at site 1 (which had the highest score). This shows that the regeneration was only partially successful in its aim to create a “superb environment” for people to work and play. However, by conducting the EQA every 100m, we may have missed some changes to environmental quality in between the sample sites. Also, by presenting the data using combined scores on a map, we were not able to see the trends of each of the twelve categories of the EQA separately.

Secondly, we surveyed the different land uses around Cardiff Bay. We found that most of the buildings were shops and restaurants (because the area is popular with tourists). The jobs in those industries are often lower paid and the job opportunities for skilled workers are therefore limited in this area. This shows that the regeneration was not at all successful in its aim to create a “wide range of job opportunities”. However, there were only eight land use categories, and therefore it was unclear which land use some of the buildings belonged to.

And finally, we asked the public some questions about their thoughts on the regeneration project. We found that almost everyone had a neutral or positive opinion on the regeneration, with the oldest respondents feeling the most positive. This shows that the regeneration was somewhat successful, as it has been popular with local people. However, as we conducted this survey on a weekday, there weren't that many people on the streets, and we did not have enough time to ask enough people across different age groups.

But overall, our results and conclusions did meet the overall aim of our enquiry.