Learning objectives

- How to collect and present qualitative data on urban regeneration.

Investigating urban regeneration

The UK's towns and cities are constantly changing in a process known as **urban regeneration**. As older buildings become derelict they are demolished creating **brownfield sites** that are ready for redevelopment. This is an opportunity for planners to create an attractive urban environment and encourage investment by businesses. Carefully planned regeneration may solve problems such as dereliction and traffic congestion. Ugly buildings can be replaced with cutting-edge modern designs. Traffic systems can be redesigned to make streets safer for pedestrians and cyclists.

Figure 8 The library in Centenary Square, Birmingham. Opened in 2013, this was a flagship building in the regeneration of Centenary Square.

We can use fieldwork to investigate how regeneration has affected the urban landscape by:

- **measuring footfall** (the movement of pedestrians) to see whether areas that have been regenerated have more pedestrians than other parts of the town/city;
- **using EQI surveys** to assess whether regeneration has made the area more sustainable than other parts of the town/city.

Footfall (a pedestrian count) in a public open space like a park or pedestrian area can be tricky to measure because of the number of people and the complexity of their movement. For example, they may change direction, or walk in groups with few gaps between them. One strategy to improve the accuracy of the count is for three people to count at the same location for five minutes. Then, calculate the average (see pages 40-41).

Figure 9 A student's questionnaire.

1 Tick the boxes that best describe your opinions about the regeneration of Centenary Square and Paradise Circus.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The new library is more attractive than the 1970s building it replaced.					
Centenary Square is a nice place to spend some time.					

2 In your opinion, is Centenary Square a safe place for pedestrians and is the sign posting to other parts of the city clear?

3 What do you think are the main benefits of urban regeneration in Birmingham?

Investigating opinions

Regeneration can be used to change people's perceptions of an older urban area – making it seem more modern, friendly, and business-like. We can use fieldwork to investigate whether different groups of people have differing opinions about regeneration. To do this follow these steps.

Step One Decide on your enquiry question. For example, do younger or older people prefer modern architecture?

Step Two Design a questionnaire, bipolar survey, or Likert Survey.

Step Three Design a data recording sheet. Figure 10 has been designed to use with the bipolar survey in Figure 11.

Step Four Identify the mode in the results. In Figure 10, the mode for the question about architecture is +3.

Step Five You could present the data in a located bar chart, like Figure 12.

Tally for Centenary Square		
Bipolar score	architecture	pedestrians
+3	卌 |||	|
+2	卌	
+1	||	||||
0	||	卌
-1	|||	||
-2		卌 ||
-3		||

Figure 10 A tally chart for a bipolar count.

Positive	+3	+2	+1	0	-1	-2	-3	Negative
Interesting architecture								Boring architecture
Safe and easy for pedestrians								Dangerous and difficult for pedestrians

Figure 11 A student's bipolar survey.

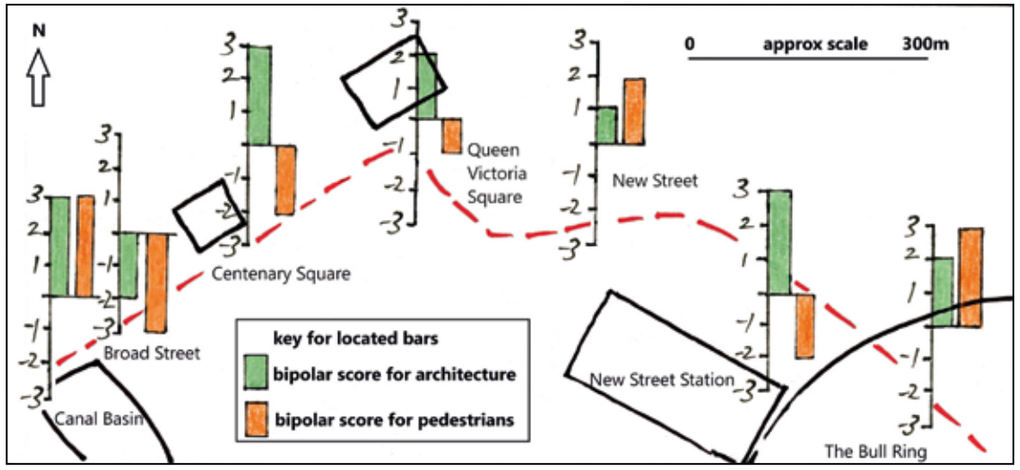

Figure 12 A student's located bar map of a transect through Birmingham.

Practice questions

1 A student investigated regeneration on a transect through Birmingham.

1.1 Explain two ways that the questionnaire shown in Figure 9 could be adapted to make it more reliable. [4]

1.2 Suggest one way that the bipolar survey shown in Figure 10 could be adapted to make it more reliable. [1]

Exam advice
Think about the common errors made in questionnaires and how these can be corrected.