Immanuel fieldwork

	Description & examples	Advantages of technique & reasons chosen
Aim	• To investigate if Grassington is more sustainable than Idle	• Clear aim – allowed me to investigate geographical flows of people and cars. • Clear aim – allowed me to investigate sustainability comparing Grassington and Idle, Bradford
Key question	• Grassington is more sustainable than Idle	• Answer the Key Question – I was able to compare how Grassington is more sustainable than Idle. Gather primary data – traffic and pedestrian flows. Bipolar surveys to compare sustainability between Grassington and Idle.
Links to geographical theory	• Egan's Wheel – a concept used to measure sustainability in an area.	• Allowed me to identify 3 main factors to measure sustainability. • Social sustainability (safe, good public transport), economic sustainability (jobs, range of shops and business) and environmental sustainability (no litter and lots of green space)
Methodological approach	• Qualitative surveys	• We investigated **qualitative surveys** using the bipolar survey. We presented this using Located bar chart.
Conceptual framework	• Cycles and flows	• We investigated **cycles and flows** using traffic and pedestrian counts. • Cycles will be covered through secondary data comparing the numbers of traffic and pedestrians on weekends • Is there a different "Cycle" of numbers of tourists/traffic at different days of the week? Weekend V Weekday Summer V Winter 31st Aug – Is it valid – out of date.
Data collection (primary data)	• Traffic and pedestrian flows	• Allowed me to identify whether more people travelled by foot or in cars in Grassington and Idle, walking is clearly more sustainable than driving in a car • Grassington had far more people walking than Idle, Bradford
First Sampling technique	• Systematic Sampling– clear system-quantitative data-numbers counting	• Data collected using a transect, 3 locations 200m apart, 2 minutes counting traffic and pedestrian at each location. Not biased
2nd Sampling technique	• Bipolar survey – qualitative data- opinion based	• Data collected using a transect, 3 locations 200m apart, at each location we undertook a Bipolar survey
Secondary data	• Teacher went to Grassington and Idle on bank holiday to collect traffic and pedestrian flows	• Reliable source – geography teacher. • Allowed me to compare secondary data on a busy bank holiday with my primary data from a quiet weekday in September 2025. • My secondary data showed clearly that Grassington was more sustainable than Idle with a mean of 44 pedestrians walking towards Grassington on Bank Holiday Monday • Problem it could be out of date 31st Aug – Is it valid – out of date.
Data presentation	• Flow map in September 2025 using pedestrian and traffic data.	• Added the data from the 3 locations to work out a mean for pedestrians and traffic at Grassington and Idle. • The proportional arrows made it was easy to **compare** the sites. • By using a mean, I was able to clearly see the trends in data. Grassington had an average of 30 people going towards Grassington and 15 walking away from the Grassington. • Idle had a lot more traffic with a mean of 15 cars going towards Idle and 20 driving away. Grassington had only a mean of 3 cars going each direction.
Data presentation	• Located bar chart using bipolar surveys	• Located bar charts are drawn on maps of Idle and Grassington. This clearly shows the locations that we collected the data along the transect. • We added our scores for each location and drew a bar to represent the scores. • The bars made it was easy to **compare** the sites • Because our bipolar surveys had positive and negative scores it was difficult to show zero and negative scores on our located bar charts.

Results analysis & wider understanding	• The flow map clearly showed that Grassington was more sustainable than Idle, Bradford. In Grassington we had a mean of 30 people were walking towards Grassington. • Bipolar survey of sustainability showed that Idle scored highly for Social sustainability (safe, good public transport) and economic sustainability (jobs, range of shops and business). Idle didn't score well for environmental sustainability (no litter and lots of green space)	• The bipolar survey using Egan's Wheel measure of sustainability showed that Idle is social sustainability (safe, good public transport) and economic sustainability (jobs, range of shops and business) however overall Grassington is more sustainable than Idle • The traffic and pedestrian count allowed me to prove that Grassington is more sustainable than Idle, Bradford.
Conclusions & main findings	• Answer to Key Question: Yes, Grassington is more sustainable than Idle	• My results showed clear evidence of more sustainability in Grassington. • My results allowed me to answer the key question by comparing the Flow map and Located bar chart.
Evaluation (strengths & weaknesses of my enquiry)	STRENGTHS: • I was able to use my fieldwork results to answer my key question. • I was able to complete my fieldwork investigation in one day. • My data presentation allowed me to answer my key question. • I used a transect to avoid bias, each location was 200m apart and I did the same activities for the same amount of time at each location	LIMITATIONS & IMPROVEMENTS: • By using a mean, I only had 4 arrows to draw on my Flow map, however, means can be affected by large numbers. When I was at Grassington the street was closed to traffic for the 2 minutes I was counting. This clearly affected my mean. • Cars that were driving towards us sometimes pulled off the road and parked up. We had to be careful to only count the cars going past us. • Bipolar surveys are our opinions, if someone was having a bad day they could give low scores for the location. • Only did it in locations in Grassington and Idle so unlikely representative of the whole area.