

# Human Fieldwork Revision Notes (Salford Quays)

## 1. Enquiry Question & Suitability

**Enquiry Question:** > Has regeneration in Salford Quays improved the local area?

**Why this is suitable:**

- **Regeneration** is a key geographical concept because it involves changes to the social, economic, and environmental landscape of urban areas, which is central to human geography.
- **Location suitability:** Salford Quays has been regenerated, is within 90 minutes of school, and is a small, safe area for fieldwork. This makes it practical and relevant.
- **Measurable:** Using **Environmental Quality Surveys (EQS)** and **questionnaires** allows tangible, quantifiable data as well as qualitative insights into social perceptions, making the enquiry robust and evidence-based.

**Evaluation:** This is a strong question because it addresses both physical and social dimensions of urban change, is measurable, and allows comparison between areas. However, it focuses on a single area, so findings may not be generalisable.

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## 2. Primary and Secondary Data

**Primary Data:**

- **Environmental Quality Survey (EQS):** Measures environmental quality across categories such as litter, noise, safety, buildings, green spaces, and traffic.
  - **Advantages:** Provides direct, site-specific, quantitative data.
  - **Disadvantages:** Scoring can be subjective; results may vary depending on who collects the data.
- **Questionnaires:** Collect opinions on regeneration from people using the area.
  - **Advantages:** Provides insight into social perceptions and experiences that EQS cannot capture.
  - **Disadvantages:** Sample size may be small or biased; participants may misunderstand questions.

**Secondary Data:**

- **IMD:** Shows levels of deprivation by LSOA.

- **Advantages:** Official, reliable, standardised, and allows comparison with other areas.

- **Disadvantages:** May not be up to date; cannot capture local perceptions or recent changes.

**Evaluation:** Combining primary and secondary data increases **reliability and depth**. Primary data captures current site-specific conditions and perceptions, while secondary data provides context and comparison. Limitations remain due to sample size and potential subjectivity.

### 3. Fieldwork Risk Assessment

Hazard / Risk	Who is at Risk	What to Do to Stay Safe	Likelihood	Severity
Traffic / roads	Students	Use crossings, stay on pavements, walk in groups	High	High
Falling into water	Students	Keep away from edges, do not lean over canals/docks	Medium	High
Slips, trips, falls	Students	Wear suitable footwear, watch your step	Medium	Medium
Personal safety / crime	Students	Stay in groups, avoid isolated areas, keep belongings safe	Low	High
Weather (sun, rain, cold)	Students	Check weather forecast, wear sunscreen or coat, bring water	Low	Medium
Surveying / talking to people	Students / public	Be polite, explain purpose, avoid confrontations	Low	Medium

**Evaluation:** Considering risks ensures fieldwork is safe and realistic. Mitigation strategies increase the reliability of collected data by allowing students to focus on accurate recording rather than worrying about hazards.

### 4. Data Collection Methods

#### EQS:

- **Why this method:** Provides objective, measurable scores for environmental quality.

- **Advantages:** Quantitative, comparable across sites, easy to visualise.

- **Disadvantages:** Subjective scoring possible; may miss social aspects.

#### Questionnaires:

- **Why this method:** Captures public perception, adding a social dimension.
- **Advantages:** Reflects opinions and experiences, complements EQS.
- **Disadvantages:** Risk of bias, limited sample size, dependent on respondent understanding.

#### IMD:

- **Why this method:** Provides a baseline for social and economic deprivation.
- **Advantages:** Reliable, standardised, contextualises primary findings.
- **Disadvantages:** Static data; may not reflect very recent changes.

**Evaluation:** Using multiple data types allows cross-validation, increasing the trustworthiness of conclusions. Each method has strengths and weaknesses, but combined they offer a balanced, multi-faceted picture of regeneration.

## 5. Data Presentation

### EQS Bar Chart

- **Why present in bar chart:** Makes category differences clear, highlights areas of strength and weakness, allows comparison between sites.
- **Evaluation:** Visual representation is easier to interpret than raw tables. However, it may oversimplify trends and does not show underlying causes.

### Questionnaire Bar Chart

- **Why present in bar chart:** Shows distribution of public opinion at a glance, easily compares categories.
- **Evaluation:** Useful for identifying dominant perceptions. Limitations include small sample sizes or categories not fully capturing nuances.

## 6. Data Analysis

**EQS Results:** > Safety scored +4 and building quality +3, showing successful regeneration in these aspects. Litter and noise scored +1, suggesting ongoing challenges. This demonstrates mixed environmental outcomes.

**Questionnaire Results:** > Most respondents answered 'Yes, a little' (12 people), indicating positive but cautious perceptions. Only 2 said the area is worse, suggesting limited negative opinions.

**IMD Connection:** > IMD maps show some LSOAs in least deprived 20%, especially near MediaCityUK, supporting higher EQS scores. Less regenerated areas remain more deprived, explaining lower environmental scores.

**Evaluation:** The consistency between primary (EQS/questionnaires) and secondary (IMD) data strengthens reliability. However, small sample sizes, timing, and subjectivity mean conclusions should be interpreted cautiously.

## 7. Conclusion

Regeneration in Salford Quays has generally improved the local area, particularly in waterfront zones. Environmental quality and public perception are mostly positive, supported by secondary IMD data. Some areas remain less improved, showing that regeneration is not uniform.

**Evaluation:** Conclusions are fairly reliable due to triangulation of data, but limitations such as sample size, subjectivity, and timing restrict full generalisation.

## 8. Overall Evaluation

- **Strengths:** Combination of qualitative and quantitative data; visual bar charts aid clarity; IMD contextualises findings.
- **Weaknesses:** Subjectivity in EQS, small questionnaire sample, timing bias, secondary data may not be fully current.
- **Improvements:** Larger, more representative sample; multiple time periods; additional data like interviews, historical comparisons, visitor numbers, crime stats, and housing prices.
- **Why methods and presentation are effective:** Clear visualisation, ability to compare categories/sites, triangulation of multiple methods increases reliability and helps answer the enquiry question comprehensively.