



Residential field studies for GCSE and A Level Geography and Geology in the UK, Andorra and Spain.

VIRTUAL FIELDWORK ACTIVITY THREE

Studying patterns in the types of retail outlets along Poole High Street, Dorset

Location.



Background

Poole has an enormously rich heritage stretching back thousands of years. From being an important settlement during the Roman conquest to its modern role as a busy international port, industrial, retail and finance centre, Poole has seen many changes.

This Poole Tourism web page gives an excellent summary of the history of Poole.

<https://www.pooletourism.com/explore/history-of-poole>

Like many high streets across the UK, Poole High Street is suffering a decline in its importance as a retail hub and a major regeneration project is planned for the future.

<https://www.bournemouthcho.co.uk/news/18153746.regeneration-masterplan-poole-town-centre>



This fieldwork activity involves doing a transect along the length of Poole High Street and using systematic sampling to locate 3 points along the high street to collect data on the types of shops at each location.

Follow these steps to do the fieldwork using Google Street View.

- 1 - make sure that you have Google Earth Pro installed on your computer.
- 2 - open Google Earth and search for Poole.
- 3 - click on the yellow pin on the top menu.
- 4 - referring to the data in the table below, enter the site number or description in the name box and enter the latitude and longitude and then click OK
- 5 - the location and site number / description will open on Google Earth
- 6 - repeat until you have all the locations displayed.

Poole High Street study locations

Site number	Latitude	Longitude	Description
Start	50.718363	-1.981486	Entrance to the Dolphin Shopping Centre
Site one	50.717476	-1.982364	HSBC bank
Site two	50.714718	-1.985205	Ginalli's Italian Restaurant
Site three	50.713243	-1.987578	Setchfields jokes, wigs and models shop
End	50.712196	-1.988379	Poole Quay

Now that you have the fieldwork sites open you are ready to zoom into the first location and enter Street View.

At each of the three location you will do the New Economics Foundation Clone Town Britain Survey.

Download the survey sheet and print 3 copies.

<https://www.rgs.org/CMSPages/GetFile.aspx?nodeguid=eb692e7d-9d99-415f-a5ee-92c13a4962d7&lang=en-GB>

Read through the instructions and then start the fieldwork by "walking" along Poole High Street and surveying 50 shops at each of the 3 locations. If you survey fewer than 50 at a location then all you do is adjust the final formula for the Home Town : Clone Town score

Results

Poole High Street

Site number	Home Town : Clone Town score
Site one	
Site two	
Site three	



Data presentation, analysis and conclusions.

How can you adapt the method used to plot the locations on Google Earth to display the results?

How much does the Home Town : Clone Town score vary between the 3 locations?

What other differences can you see or predict between the 3 locations that may explain some of the variation in the Home Town : Clone Town score?

Study the data for site three in more detail. How does the types of shops in this location differ to the other locations? Can you explain why?

Further reading.

This article is now 10 years old but is still has relevance today

<https://neweconomics.org/2010/09/reimagining-high-street>

This is an excellent resource to show how you can expand this Home Town : Clone Town study to include other geographical concepts and ideas.

<http://resources.collins.co.uk/free/KS3geogupdateshopNEWreduced.pdf>