

Aim / Hypothesis / Theory

Cobalt Business park has had a positive impact on the locality.

Cobalt Business Park links with the Human topic "Changing economic world". major changes in the UK economy and how they affect employment patterns and growth. A POST INDUSTRIAL ECONOMY!

Fieldwork Location

Cobalt Business park is located in the North East of England in North Tyneside.

It is 10 minutes away from Newcastle City Centre and 5 minutes away from the A1, its five access points provide immediate free flowing connections to the A19 and national motorways.

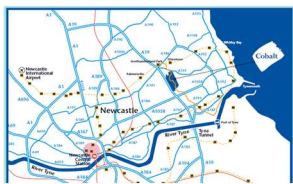
Was it a suitable site?

Yes - local, 5 minutes away to collect wide range of primary (qualitative and quantitative).

Largest business park in UK - therefore it is an excellent example to study.

Fully risk assessed so we know it's a safe location.

It has a **physical and human Geography** link as it was built on greenfield land and it has a range of cycle routes, open space, biodiversity park etc.



Risks (and how to minimise them)

1. Inclement weather: minimised by checking weather forecast, wearing appropriate clothing.
2. General public: working in groups and near Geography teacher at all times.
3. Traffic: minimised by sticking to footpaths, using zebra crossings at all times.

Primary Data Collection

1. Land use survey - full systematic buildings by walking the full Business park and recording the use of each buildings using the key provided.
2. Environmental quality survey - 3 carried out at randomly at 3 different locations. 16 features within 4 categories judged.

Both methods were carried out because...

- Quick
- Easy to do and effective
- Give primary data to answer the investigation title. (Allow us to see if the Business park has a positive impact on the locality)
- Can be used to present data in a number of ways e.g. EQS - Radar graphs.

Secondary Data

Aerial photograph 1991 - showing greenfield site. (To see physical/human link_

Geography teacher - 30 EQS. (To calculate the mean - statistical analysis can be done)

Cobalt Business Park website - to obtain a base map for your land use map.

Data Presentation

EQS - located Radar graphs x 3. (Easy to plot all results, then can visualise patterns, i.e. larger area the more positive the impact).

By locating them I could see where my random sampling took place in the Business park.

Data Analysis

Arithmetic mean: secondary data of 30 EQS used to compare against the results you collected. E.g. open space & gardens scored 10.3 whereas traffic scored 5.1.

Anomaly - traffic scored the lowest. Learn your score.



Findings and Conclusions

My title "Cobalt Business Park has had an impact on the locality" has been achieved as the Business Park has had an extremely positive impact on the surrounding area.

- Say what your overall EQS scores were for all three sites
- If they compared well with the mean score from the secondary data put this in and explain what it shows. Put a specific example in such as open space and gardens scored high..... it compared well with the mean of 10.3 showing that the Business Park has a positive impact on the environment, which benefits not only wildlife, but the employers and customers in the area i.e. lower air pollution/better health/good working environment - less stress.
- In conclusion - Cobalt Business Park has had a positive impact on the locality.

Evaluation

Collect more primary data - carry out more EQS.

Work in pairs or small groups to come to a consensus on opinions when judging all 16 features within the 4 categories making it more reliable.

Collect data at different times of year / different seasons.