Bristol Field Trip Booklet - June 2024

NAME: <mark>SEE NOTES ON BOOKLET FOR UPDATE FOR 2026</mark>
<mark>Include Cribbs Causeway Fieldwork</mark>
<mark>4 sections - 1. Ashton gate 2. Stokes Croft 3. Temple District 4. Cribbs Causeway</mark>

MOUNT KELLY
14-15 MAY 2025

BRISTOL FIELDWORK

"To what extent has the regeneration of Bristol been successful?"

WED ITINERARY

0830	Leave Mount Kelly
1100	Arrive Ashton Gate
1230	Depart Ashton Gate
1300	Arrive and park - Close to Zetland/Gloucester Road - https://goo.gl/maps/Bnj1z1Chp7s
1300 - 1500	Sites 1-4 Fieldwork around Montpelier/St.Paul's
1500 - 1600	Walk to Temple Quarter- https://goo.gl/maps/pwz4eerANfF2
1600 - 1730	Conduct Fieldwork in and around Bristol Temple Meads
1800	YHA
1930 - 2030	Write up and collation of data

THU ITINERARY

0830	Leave YHA
0830 - 1000	Harbourside and MShed
1030 - 1230	Depart Bristol For Brecon
1230 - 1730	Glaciation Work
1730	Star inn, Blwch
1900 - 2000	Evening Work

FRI ITINERARY

0800	Leave Star nn, Blwch
0830 - 1000	Glaciation Fieldwork
1000 - 1130	Drive to Cribbs Causeway
1130 - 1330	Cribbs Causeway Work
1330 - 1530	Return to MK

A Thriving City: Introduction to Bristol
Fieldwork Objectives:

- To get you to *'think like a geographer'* – Eduqas, 2016
- To carry out **fieldwork and** to know and understand the geographical skills needed for exam questions and fieldwork skills in preparation for your N.E.A. (Non-examined Assessment) which will be carried out in July and August and will account for 20% of your A level grade.
- To obtain the **primary data** needed to complete an investigation to investigate the hypothesis:-
  E.g **"The regeneration of Central Bristol has been a success"**
- To create a case study of inner city regeneration and to apply the theory of 1.3 to a real place

Bristol, a vibrant city in southwest England has a **population of nearly 479,200 (as of mid-2022)**, it ranks as the 8th largest city outside of London. Recognized for its exceptional quality of life, Bristol has twice been crowned the **best city to live in Britain** by The Sunday Times (2014 & 2017) and garnered the prestigious **European Green Capital Award in 2015**.

Bristol has a thriving economy transforming itself from a traditional industrial centre into a hub for creative media, with nearly half of all jobs (45%) in the West of England region located in Bristol. Cutting-edge **electronics** and **innovative aerospace industries** also contribute significantly. The city's historic docks have undergone a remarkable makeover, evolving into spaces brimming with cultural and heritage significance.

Bristol fosters a spirit of intellectual exploration with two esteemed universities: the **University of the West of England** and the **University of Bristol**. The city offers a plethora of artistic institutions, attracting a significant creative community. Sports enthusiasts are equally catered to with venues like Ashton Gate and the Memorial Stadium. Bristol's excellent connectivity ensures seamless travel to major UK cities. The **M5** , **M4** and **M32**, provide convenient road access. Bristol Temple Meads and Bristol Parkway stations offer efficient rail connections, with over **7.7 million passengers** passing through Bristol Temple Meads annually , while Bristol Airport facilitates air travel.

BRISTOL DATA

Population

The population of Bristol was estimated to be 471,200 people at the end of June 2021. Bristol is the largest city in the South West and one of the 11 'Core Cities' in the United Kingdom. Bristol was the fastest growing of all the Core Cities in England and Wales over the last 10 years. The main factors affecting Bristol's population change include the lowest number of births for 13 years, alongside a large fall in net international migration.

Age profile

Bristol has a relatively young age profile with more children aged 0-15 than people aged 65 and over. The median age of people living in Bristol is 32.4 years compared to 40.3 years in England and Wales.
Between 2011 and 2021, the population in all age groups increased in Bristol except for 0-4 year olds which fell by 3,700 (12.6%), reflecting falling birth rates since 2012 and people aged 80 and over which fell by 850 (4.9%), opposite to the national trend. The largest increase in Bristol was in those aged 30 to 39 years, which grew by 14,800 (22.2%), compared to a rise of 9.6% in England and Wales overall.

Diversity

The population of Bristol has become increasingly diverse and some local communities have changed significantly. There are at least 45 religions, 187 countries of birth and 91 main languages spoken.
The proportion of the population who are not 'White British' increased from 12% (2001) to 22% (2011), with 6% White Minority Ethnic, 6% Black, 6% Asian, 4% Mixed and 1% Other (all rounded to nearest 1%).

Deprivation

Bristol has 41 areas in the most deprived 10% in England, including 3 in the most deprived 1%. The greatest levels of deprivation are in Hartcliffe & Withywood, Filwood and Lawrence Hill. In Bristol 15% of residents - 70,700 people - live in the 10% most deprived areas in England, including 19,000 children and 7,800 older people.

Qualifications

There are now more people aged 16 and over educated to degree level and above (32.8%) than there are people with no qualifications (20.2%).

Household Tenure

Of the 182,747 occupied households in Bristol, the majority of households are owner occupied (54.8%) with the remainder (45.2%) being rented either from a social provider or a private landlord or letting agency. The private rented sector has increased significantly since 2001, rising from 12.2% to 22.1% of all accommodation.

Accommodation Type

Of all the housing development that has taken place since 2001, more than two thirds (68%) has been in the form of purpose built flats

Household Size

The average household size in Bristol is 2.3 persons per household. The average number of rooms per household is 5 and the average number of bedrooms per household is 2.6.

SOCIAL, ECONOMIC and ENVIRONMENTAL OPPORTUNITIES IN BRISTOL

Bristol is constantly changing (population, economy, industrialisation, de-industrialisation, regeneration) . These changes create a number of social, economic & environmental opportunities.

SOCIAL OPPORTUNITIES
- Increase in migration = diverse population = range of food, festivals and cultural experiences.
- Entertainment: new theatres and music venues (the Old Vic, Bristol Arena and Tobacco Factory)
- Recreation: lots of sport teams (rugby, cricket, football) are developing their opportunities for people in Bristol. Bristol Rovers are building a new football stadium on the outskirts of the city.
- New shopping centres: Cabot's Circus in the city centre and Cribbs Causeway on the outskirts of the city offer residents shops, cinemas, restaurants, accommodation, jobs...etc.
- Improved transportation links (e.g. an integrated transport system, metrobus, electrification of the trains to London and improved public transport) = people can get around Bristol faster and the air is cleaner (due to less cars = less pollution).

ECONOMIC OPPORTUNITIES
- Growth in tertiary and quaternary industries = employment opportunities (85% of jobs are in tertiary, 6% in quaternary, 8% in secondary and 1% in primary).
- Redevelopment of brownfield sites (e.g. the Temple Quarter) has attracted new tertiary and quaternary companies = jobs = higher disposable income = money spent in local area and therefore reinvested into the area = further economic development.
- Growth of high-tech industries due to access to highly skilled university graduates, research facilities, clean non-polluted environment, cheaper land, superfast broadband speeds (the government gave £100 million to create a super connected city). Companies include: Hewlett-Packard, Toshiba, Aardman Animations (clay films), Defence Procurement Agency (DPA) (employs 10,000 people to make army and navy products) and aerospace (14 of the 15 main aircraft companies are in Bristol (e.g. Rolls Royce and Airbus) who produce aircraft parts and navigation/communication systems.

ENVIRONMENTAL OPPORTUNITIES
As the city has grown, Bristol has created transport systems to reduce traffic congestion.
- Bristol's Integrated Transport System links different forms of public transport. (e.g. part of the ITS is the Rapid Transit Network which connects three bus routes, the Temple Meads railway station and park and ride network).
- They have also improved the rail links through electrification of the line to London = greener energy and faster connection to London.

As the city has grown and redeveloped, Bristol has focused on urban greening, to increase and preserve open green spaces.
- Urban Greening: Bristol has worked and its continuing to work very hard. Currently in Bristol:
    - 90% of people live within 350m of parkland with 300 parks in the city
    - 27% of the city is part of a wildlife network and 30% of the city is covered in trees
    - Brownfield sites are turned into green spaces (Queen Square was a dual-carriageway)

In 2015 Bristol became the first UK city to be awarded the status of: **European Green Capital.** Their current goals and achievements include:
- To reduce energy use by 30% and CO_2 emissions by 40% by 2020; In 2015 100 electric car charging points were installed
- Increase the use of brownfield sites for businesses and housing.
- In 2015 every primary pupil in Bristol planted a tree to increase Bristol's green coverage.
- Increase the use of renewable energies from 2%.

The six stages of the A Level Geography Enquiry process

Sequence and enquiry questions	Geographical skills
1. **Context and planning** – what is the geographical enquiry process?	Prepare to investigate a geographical question in the field; make and justify decisions on the task including data collection methods and how to use them; define and refine the research question(s) that underpin the context of the field investigation; risk and ethical issues
2. **Data collection** – how is data and information (evidence) collected?	Acquire field data (primary) and relevant literature (secondary data / information) pertinent to the research question; observe and record in the field and understand the theory / context for the research question, using quantitative and qualitative methods and field (primary) and secondary data / information
3. **Presentation and display** – how is the collected data and information presented?	Process a range of field and any relevant secondary data / information using quantitative and qualitative methods in order to lead to appropriate analysis
4. **Analysis and interpretation of findings** – how can the evidence be analysed?	Interrogate (interpret and analyse) data / information from field (primary) data, and, as relevant, secondary data / information; describe patterns, trends, relationships; apply knowledge and understanding of geographical knowledge, concepts and processes and theory to specific evidence collected to understand field observations
5. **Conclusion** – what conclusions can be drawn and how do these relate to the initial aim of the enquiry?	Synthesise findings to draw conclusions based on evidence and theoretical research
6. **Evaluation of the whole investigation** – what evaluative techniques should be applied to the enquiry process?	Critically reflect on every stage of the whole investigation in order to appreciate the strengths and limitations of the primary and secondary data, links to original question; note strengths and limitations (accuracy, validity and reliability) and anomalies and/or errors or misuse of data; evaluate the methodology including, if relevant, sampling techniques; suggest improvements for further research

CENTRAL BRISTOL FIELDWORK

"To what extent has the regeneration of Central Bristol been successful?"

☐ **LOCATION**

In Montpelier and Temple Meads

- Photograph key locations and mark them on the base map.
- Annotate: how "gentrified" or "regenerated" does the space feel?.

☐ **QUESTIONNAIRES**

Ask local residents, business owners, or visitors

- "How has the area changed?"
- "Do you feel any changes have benefited the local community?"
- "How do you perceive this area now compared to 10 years ago?"

☐ **EMOTION MAPPING**

Emotion mapping is a fieldwork technique where people mark how they feel at different locations on a map, using colour, symbols or words. It's useful to explore subjective experiences and the atmosphere of a place.

☐ **ENVIRONMENTAL QUALITY SURVEY - ASHTON GATE**

To assess and compare the quality of the physical environment at different locations using a scoring system. This helps evaluate how environmental factors influence the perception of place.

☐ **RADAR GRAPH**

Six sites at varying locations

- Litter, noise, street furniture, safety, green space, footfall, etc.
- Score out of 5 or use a radar graph template.

☐ **NON-PARTICIPANT OBSERVATION SURVEY**

A Non-Participant Observation Survey is a qualitative fieldwork technique used to record and analyse human behaviour in a place, without directly interacting with the people being observed. Instead, you act like a bystander — quietly watching what happens in the space around you.
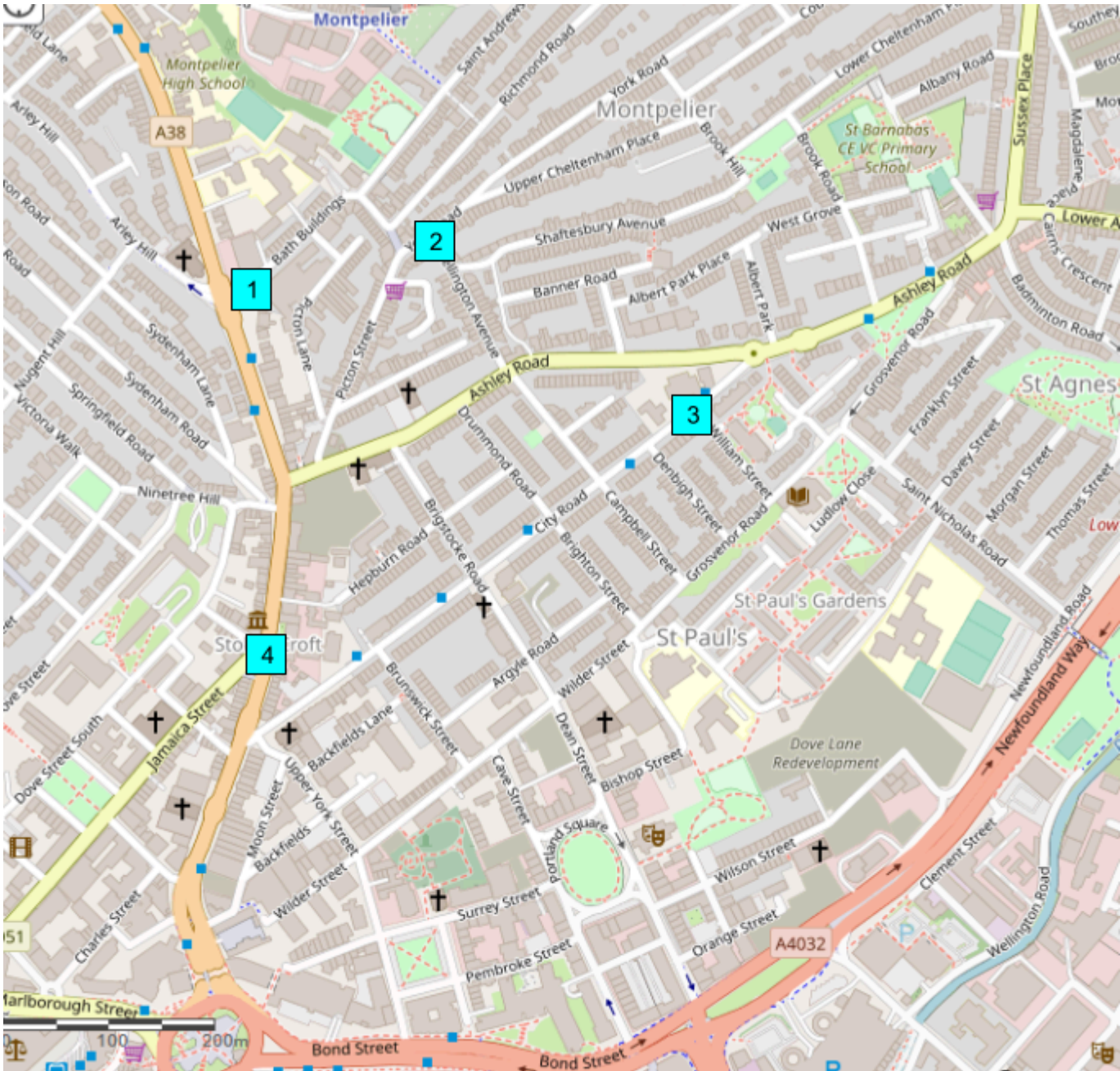
☐ **LAND USE SURVEY**

- On the blank outline map note the types of businesses and buildings.
- Is there evidence of cafés, coworking spaces, or new housing?
- Categorise uses (residential, retail, leisure, vacant, etc.).
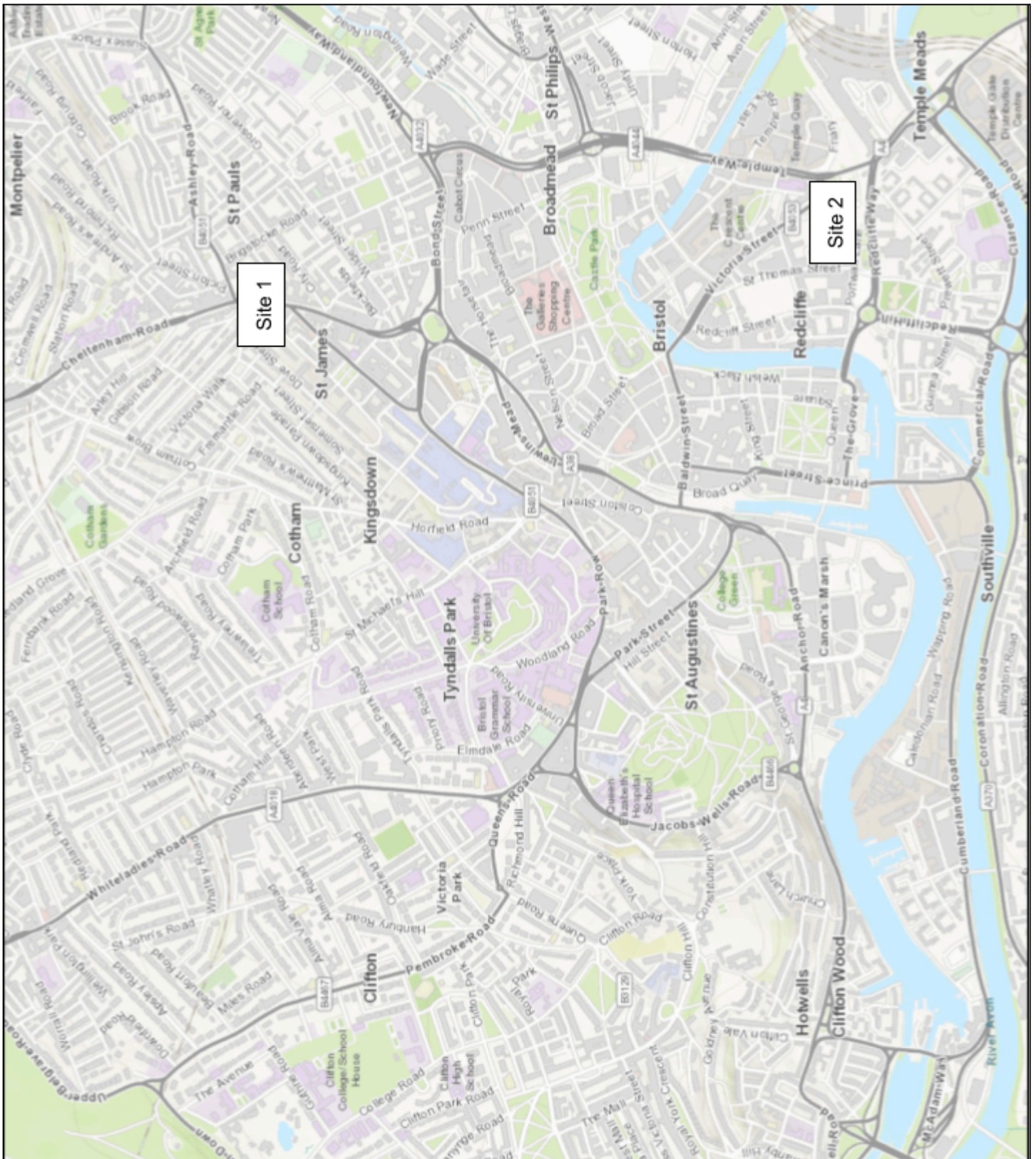
SITE 1 : Montpelier/St.Paul's (Stokes Croft)

Montpelier, located in North Bristol, is a vibrant and culturally distinctive neighbourhood that borders Cheltenham Road to the west, St Paul's to the south, St Werburghs to the east, and St Andrew's to the north. It has its own railway station, making it well-connected yet maintaining a distinct identity from the more central parts of Bristol. Montpelier is widely recognised for its **bohemian character, artistic flair**, and **strong sense of community identity**. It is home to an eclectic mix of residents, including

long-standing locals, artists, students, and professionals attracted by the area's culture and relatively affordable housing (though gentrification pressures are growing).

The area's **strong community cohesion** is evident in grassroots initiatives and events such as street parties and public art campaigns. One example is the recent effort to light up *'The Arches'*, the local railway bridge that has become a landmark and symbol of Montpelier's independent spirit. Public murals, street art (including works by Banksy), and community-run cafés all contribute to the area's unique **sense of place**.

Adjacent to Montpelier is **Stokes Croft**, a well-known road and unofficial district within central-north Bristol. Although not a formal administrative area, the name "Stokes Croft" is used to describe the surrounding community and cultural hub. This area is situated on the A38 — a major road leading north from the city centre — and has historically been associated with **urban decline**, visible through **derelict buildings, squats**, and **a lack of formal investment**. However, it is equally celebrated as a centre of **counterculture, political activism**, and **alternative nightlife**.

Stokes Croft has become a symbolic place in the debate about regeneration, with some viewing it as a thriving example of grassroots-led renewal, and others seeing it as an area at risk of losing its identity to gentrification. Its **reputation as a hub for anarchist thought and social protest** (such as resistance to corporate developments) makes it a key location to explore **conflicting place meanings**. It is a place where **"insider" and "outsider" perspectives** can differ sharply — for example, between developers and long-term residents.

For A-level geographers, Montpelier and Stokes Croft offer an ideal case study of a **place in flux**, where competing narratives about change, identity, and development intersect. Fieldwork here can reveal how **social, economic, and environmental characteristics** vary within a relatively small urban space and how **lived experience** and **representation** shape our understanding of place.

SITE 2: Bristol Temple Quarter
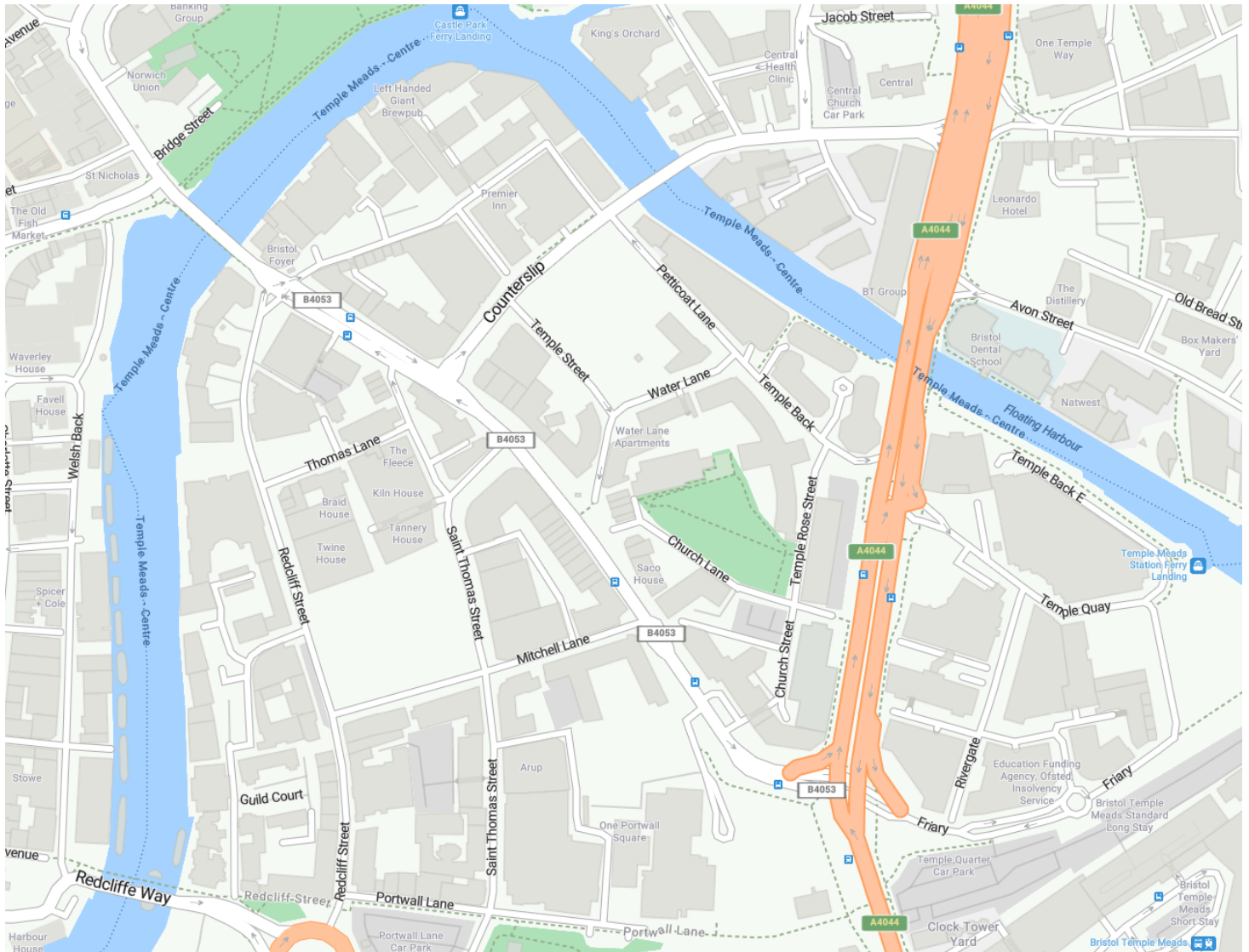
The regeneration of Bristol's Temple Quarter is one of the most ambitious and significant urban renewal projects in the United Kingdom. Situated at the heart of the city, close to the historic Temple Meads station, the Temple Quarter represents a major shift in how former industrial and underused urban land can be transformed into a vibrant, sustainable place for people to live, work, and interact.

Covering over 130 hectares of brownfield land, the project aims to completely reshape this part of the city over a 25-year period. It is designed to provide 10,000 new homes and support the creation of over 22,000 jobs, which will add an estimated £1.6 billion annually to Bristol's economy. This area is a key part of the West of England's £39 billion regional economy, making it not just important locally, but regionally and nationally.

The regeneration involves converting former industrial sites, rail sidings, and neglected urban land into mixed-use communities that include residential developments, office spaces, creative hubs, cultural institutions, and improved transport infrastructure. The project is being driven by a vision of

sustainability, connectivity, and inclusivity, with the ambition of creating a "15-minute neighbourhood" where people can live, work and access services without long commutes.

A major part of the transformation involves the modernisation of Bristol Temple Meads railway station, which is undergoing extensive refurbishment to improve capacity and passenger experience. This will help cement the Temple Quarter as a key gateway to Bristol and enhance the city's role as a regional transport hub.

This regeneration scheme is also about place-making—creating a sense of identity, belonging, and community in an area that has long been seen as disconnected and underused. It will include green infrastructure, public art, pedestrian-friendly design, and waterfront spaces that reflect Bristol's cultural vibrancy and its industrial heritage.

For geographers, the Temple Quarter offers a rich case study in how urban regeneration can reshape not only the physical landscape but also the social and economic fabric of a city. It also raises critical questions about sustainability, inclusivity, gentrification, and the meaning of successful regeneration in the 21st century.

Montpelier

Saint Paul's

Temple Meads

EMOTION MAPPING

Montpelier/St.Paul's

Emotion	At site 1	At site 2	At site 3	At site 4
Calm				
Excited				
Positive				
Nervous				

One box has been left blank for you to add your own emotion.

At each site – pick the MAIN emotion you feel and score how strongly you feel this.

Give it a score from 5 = very strong   to 1= weakly felt

In the space below – jot down a few reasons as to why you gave it that score

Bristol Docks/Temple Quarter

Emotion	At site 1	At site 2	At site 3	At site 4
Calm				
Excited				
Positive				
Nervous				

One box has been left blank for you to add your own emotion.

At each site – pick the MAIN emotion and score how strongly you feel this.

Give it a score from 5 = very strong   to 1= weakly felt

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RADAR GRAPH

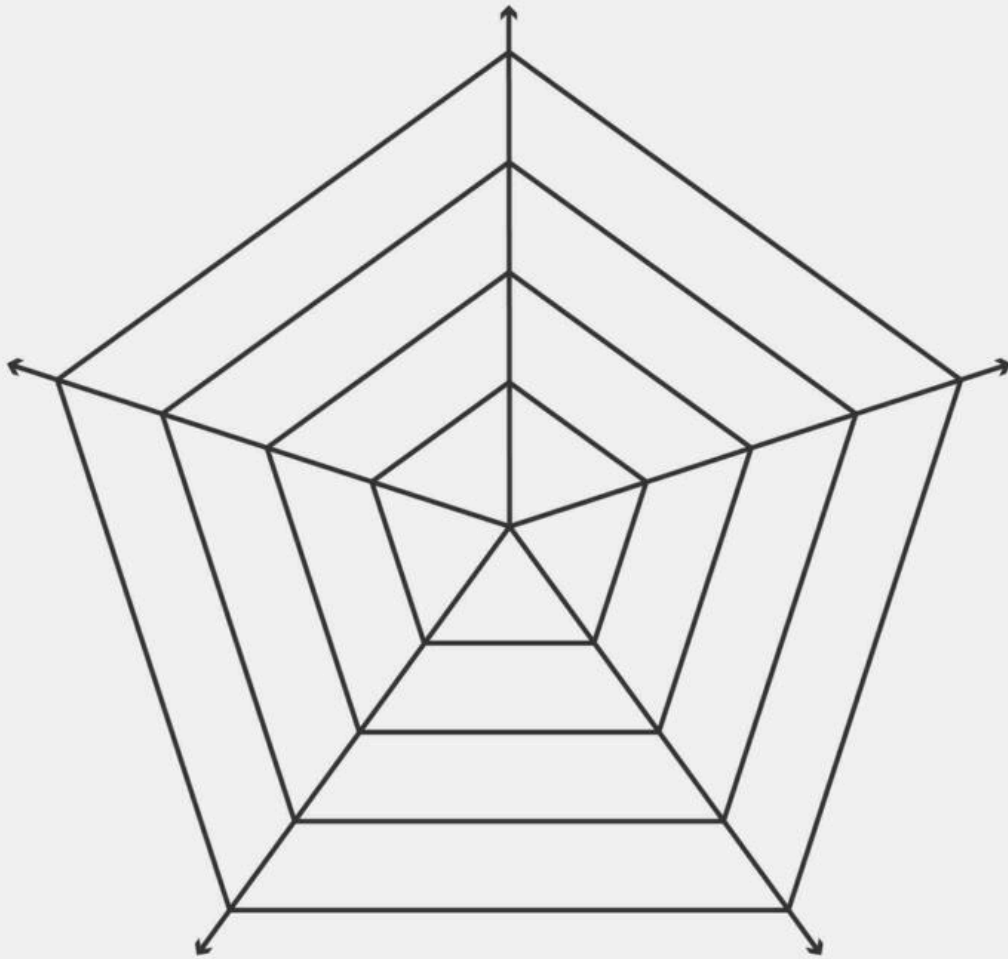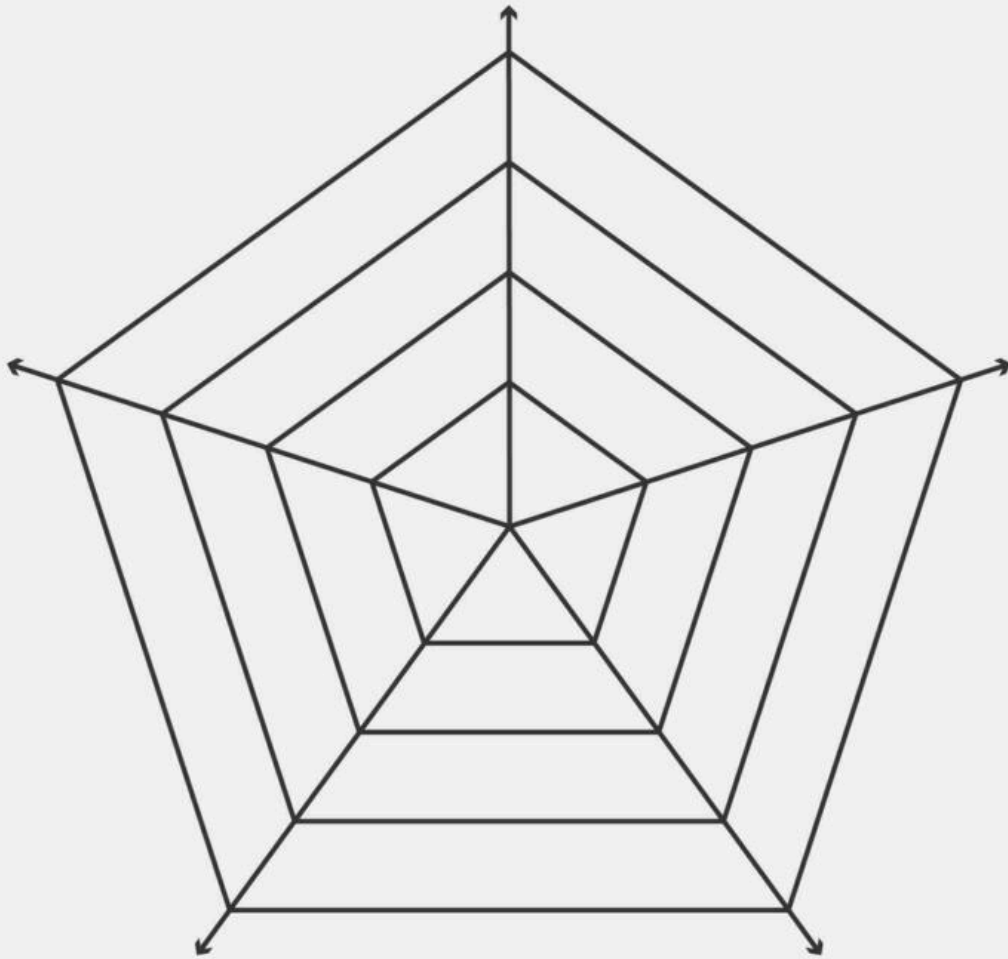Litter, noise, street furniture, safety, green space, footfall, etc.
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RADAR GRAPH

Litter, noise, street furniture, safety, green space, footfall, etc.
Score out of 5 or use a radar graph template.

ENVIRONMENTAL QUALITY SURVEY - SITE 1 and 2

Name of person assessing: _____ Location:_____
What is being assessed? (housing, street, industry, offices etc.):_____
General description of area

Qualities being assessed		High + 2	Generally fine +1	Av. 0	Generally poor -1	Very poor -2	
Buildings	Well designed / pleasing to the eye						Poorly designed / ugly
	In good condition						In poor condition
	Evidence of maintenance / improvement						Poorly maintained / no improvement
	Outside – land, gardens or open space are in good condition						Outside – no gardens, or land / open space in poor condition
	No vandalism evident						Extensive vandalism
Traffic	Roads have no traffic congestion						Streets badly congested
	Parking is easy; garages or spaces provided						Parking is very difficult; no parking provision
	No traffic noise						High traffic noise
	Safe for people						Dangerous for people
	No smell from traffic or other pollution						Obvious smell from traffic or other pollution
Open space /gardens	Large gardens or open space outside house						No garden / open space – door opens to street
	Trees and shrubs visible from close by						No greenery visible from house
	Public parks within easy distance						No public parks easily accessible
General quality	No litter						Much litter
	Roads well maintained with paving etc. well kept						Roads poorly maintained with paving etc. broken
	Close to public transport						Long way from public transport
	Close to shops, amenities or services						Remote from shops, amenities / services

TOTAL   /34

ENVIRONMENTAL QUALITY SURVEY - SITE 3 and 4

Name of person assessing: _____ Location:_____

What is being assessed? (housing, street, industry, offices etc.):_____

General description of area

Qualities being assessed		High + 2	Generally fine +1	Av. 0	Generally poor -1	Very poor -2	
Buildings	Well designed / pleasing to the eye						Poorly designed / ugly
	In good condition						In poor condition
	Evidence of maintenance / improvement						Poorly maintained / no improvement
	Outside – land, gardens or open space are in good condition						Outside – no gardens, or land / open space in poor condition
	No vandalism evident						Extensive vandalism
Traffic	Roads have no traffic congestion						Streets badly congested
	Parking is easy; garages or spaces provided						Parking is very difficult; no parking provision
	No traffic noise						High traffic noise
	Safe for people						Dangerous for people
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	Roads well maintained with paving etc. well kept						Roads poorly maintained with paving etc. broken
	Close to public transport						Long way from public transport
	Close to shops, amenities or services						Remote from shops, amenities / services

TOTAL   /34

ENVIRONMENTAL QUALITY SURVEY SITE 5 and 6

Name of person assessing: _____ Location:_____

What is being assessed? (housing, street, industry, offices etc.):_____

General description of area

Qualities being assessed		High + 2	Generally fine +1	Av. 0	Generally poor -1	Very poor -2	
Buildings	Well designed / pleasing to the eye						Poorly designed / ugly
	In good condition						In poor condition
	Evidence of maintenance / improvement						Poorly maintained / no improvement
	Outside – land, gardens or open space are in good condition						Outside – no gardens, or land / open space in poor condition
	No vandalism evident						Extensive vandalism
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	Roads well maintained with paving etc. well kept						Roads poorly maintained with paving etc. broken
	Close to public transport						Long way from public transport
	Close to shops, amenities or services						Remote from shops, amenities / services

TOTAL   /34

ENVIRONMENTAL QUALITY SURVEY SITE 7 and 8

Name of person assessing: _____ Location:_____

What is being assessed? (housing, street, industry, offices etc.):_____

General description of area

| | |

Qualities being assessed		High + 2	Generally fine +1	Av. 0	Generally poor -1	Very poor -2	
Buildings	Well designed / pleasing to the eye						Poorly designed / ugly
	In good condition						In poor condition
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TOTAL   /34

Non-participant survey observations SITE 1 and 2

Location:_____   Date:_____   Time:_____

Over the next 5 minutes observe the street scene in _____.
Record what you see in the table below:

Appearance Clothing, age, gender, physical appearance	Note down anything that might indicate membership of a group such as profession, social status, socioeconomic class, religion, or ethnicity	
Verbal behaviour and interactions	Who speaks to whom and for how long; who initiates interaction; languages or dialects spoken; tone of voice	
Physical behaviour and gestures	What people do, who does what, who interacts with whom, who is not interacting?	
Use of space	Where do they go? Which services do they use? Which routes do they take? How long do they spend in each space?	
Human traffic	Where people enter and exit; how long they stay; who they are (ethnicity, age, gender); whether they are alone or accompanied; number of people	
People who stand out	Identification of people who receive a lot of attention from others – what are their characteristics? What do they do?	

Highlight and tally the people you observe over this time? Add any additional other groups you observe in the space provided.

Young professional	Council workers	Homeless	Teenagers	
Young parent with pram	Cyclist	Tourists	Disabled person	
Young couple	Elderly couple	Family group	Police	

Non-participant survey observations SITE 3 and 4

Location:_____   Date:_____   Time:_____

Over the next 5 minutes observe the street scene in _____.
Record what you see in the table below:

Appearance Clothing, age, gender, physical appearance	Note down anything that might indicate membership of a group such as profession, social status, socioeconomic class, religion, or ethnicity	
Verbal behaviour and interactions	Who speaks to whom and for how long; who initiates interaction; languages or dialects spoken; tone of voice	
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People who stand out	Identification of people who receive a lot of attention from others – what are their characteristics? What do they do?	

Highlight and tally the people you observe over this time? Add any additional other groups you observe in the space provided.

Young professional	Council workers	Homeless	Teenagers	
Young parent with pram	Cyclist	Tourists	Disabled person	
Young couple	Elderly couple	Family group	Police	

Non-participant survey observations SITE 5 and 6

Location:_____   Date:_____   Time:_____

Over the next 5 minutes observe the street scene in _____.
Record what you see in the table below:

Appearance Clothing, age, gender, physical appearance	Note down anything that might indicate membership of a group such as profession, social status, socioeconomic class, religion, or ethnicity	
Verbal behaviour and interactions	Who speaks to whom and for how long; who initiates interaction; languages or dialects spoken; tone of voice	
Physical behaviour and gestures	What people do, who does what, who interacts with whom, who is not interacting?	
Use of space	Where do they go? Which services do they use? Which routes do they take? How long do they spend in each space?	
Human traffic	Where people enter and exit; how long they stay; who they are (ethnicity, age, gender); whether they are alone or accompanied; number of people	
People who stand out	Identification of people who receive a lot of attention from others – what are their characteristics? What do they do?	

Highlight and tally the people you observe over this time? Add any additional other groups you observe in the space provided.

Young professional	Council workers	Homeless	Teenagers	
Young parent with pram	Cyclist	Tourists	Disabled person	
Young couple	Elderly couple	Family group	Police	

Non-participant survey observations SITE 7 and 8

Location:_____   Date:_____   Time:_____

Over the next 5 minutes observe the street scene in _____.
Record what you see in the table below:

Appearance Clothing, age, gender, physical appearance	Note down anything that might indicate membership of a group such as profession, social status, socioeconomic class, religion, or ethnicity	
Verbal behaviour and interactions	Who speaks to whom and for how long; who initiates interaction; languages or dialects spoken; tone of voice	
Physical behaviour and gestures	What people do, who does what, who interacts with whom, who is not interacting?	
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Perceptions ('Experienced Place') – Place Check for Montpelier/St.Paul's

Place check analysis

- ➢ The technique is based on the initial feelings people have about a place, and how welcoming it may be to them.
- ➢ A place check is best used upon entry into an area, where no personal perception has yet been developed. Try to come up with adjectives rather than nouns, and be succinct where possible.
- ➢ 10 words in each column is required for analysis

What do you like about this area?	What do you dislike about this area?	What can be improved?

Next Step

Who knows an area best? Obviously it is the people who live, work and spend their lives there. Recent changes in legislation give local people a greater say in how their areas develop, including new powers for neighbourhood planning. Placecheck helps them exercise these new rights.

Placecheck is a method of taking the first steps in deciding how to improve an area. Placechecks are often able to kick-start change in a way that might not otherwise be possible. They can lead to anything from litter clean-up days to neighbourhood planning.

Most other ways of taking these first steps need to be led by someone experienced in a particular method. A Placecheck can be initiated by anyone, without much preparation. It can help put local people at the heart of making a better place to live and work.

Perceptions ('Experienced Place') – Place Check for Temple Quarter

Place check analysis

- ➢ The technique is based on the initial feelings people have about a place, and how welcoming it may be to them.
- ➢ A place check is best used upon entry into an area, where no personal perception has yet been developed. Try to come up with adjectives rather than nouns, and be succinct where possible.
- ➢ 10 words in each column is required for analysis

What do you like about this area?	What do you dislike about this area?	What can be improved?

Next Step

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Urban Regeneration Questionnaire - Montpelier/St.Paul's

Introduce yourself politely and explain that you are conducting a survey to help with your project on the regeneration of Bristol for your A level Geography course.

QUESTION	1	2	3	4	5	6	7	8
Do you live in this area? a. Yes b. No								
Age (estimate) a. <18 b. 18-30 c. 31-40 d. 41-50 e. 51-60 f. 60+								
Sex (estimate) a. Male b. Female								
Employment a. Full time b. Part time c. Student d.Housewife/husband e. Unemployed f. Retired								
Length of time lived in the area a. < 1 year b. -5 years c. 5-10 years d.>10 years								
Has the area a.improved or b.deteriorated in the time that you have lived here? **Why?**								
Overall is the regeneration of the area a.positive or b.negative?								
Any other comments?								

Urban Regeneration Questionnaire - Temple Quarter

Introduce yourself politely and explain that you are conducting a survey to help with your project on the regeneration of Bristol for your A level Geography course.

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Do you live in this area? a. Yes b. No								
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Has the area a.improved or b.deteriorated in the time that you have lived here? **Why?**								
Overall is the regeneration of the area a.positive or b.negative?								
Any other comments?								

ADDITIONAL NOTES

REPORT GUIDE

"To what extent has the regeneration of Central Bristol been successful?"

You are now expected to write a report answering the question -
"To what extent has the regeneration of Central Bristol been successful?"

This should include a range of graphs and diagrams based around primary data you collected on your fieldwork. These could be maps, bar charts, bipolar diagrams, pictograms, pie charts, line graphs, choropleth, isolines, word maps etc. You should also use labelled images to help you.

Can you do any statistical analysis on either primary or secondary quantitative data? Spearman Rank? Near neighbour analysis?

How can you analyse the qualitative data?

You should use referencing to ensure your report makes use of secondary research

A Proposed Structure

1. General introduction to Bristol and fieldwork
2. Introduction to key geographical knowledge
    a. What is meant by regeneration?
    b. What would successful regeneration look like?
    c. What data is needed to assess success?
    d. Is it sustainable?
3. Why was regeneration needed in Central Bristol?
    a. Use of graphs and diagrams here?
4. What has been done to regenerate Bristol?
    a. Annotated pictures
5. Conclusion - Has it been successful?
    a. Socially?
    b. Economically?
    c. Environmentally?
    d. (Alternative - For who? For where? For when? - sustainability)
6. Evaluation - *Critically reflect on every stage of the whole investigation in order to appreciate the strengths and limitations of the primary and secondary data, links to original question; note strengths and limitations (accuracy, validity and reliability) and anomalies and/or errors or misuse of data; evaluate the methodology including, if relevant, sampling techniques; suggest improvements for further research*
7. Bibliography

NAME:_____

MOUNT KELLY
14-15 MAY 2025

"To what extent has sports-led rebranding around Ashton Gate contributed to changes in place perception and socio-economic regeneration?"

You'll gather evidence on:

- How the **built environment** has changed
- **Public opinion** from surveys/interviews
- **Environmental quality** and **land use**
- Signs of **economic investment**, new businesses or housing

Then, you'll evaluate whether the stadium has:

- Significantly improved the area's image and economy
- Had mixed or uneven effects, e.g. **gentrification** or **social division**
- Been just one part of broader changes happening in Bristol

ASHTON GATE LOCATION

ASHTON GATE AND SURROUNDING AREA

ASHTON GATE FIELD WORK

"To what extent has sports-led rebranding around Ashton Gate contributed to changes in place perception and socio-economic regeneration?"

- How has Ashton Gate Stadium contributed to the physical and socio-economic rebranding of the area?
- What are local perceptions of the area before and after the redevelopment?
- How has place meaning and identity changed due to the presence of sports and associated development?
- What evidence is there of investment, gentrification, or changes in land use linked to the stadium?

Historic Context:

The area around Ashton Gate in south-west Bristol has strong industrial and dockland roots. In the 19th and early 20th centuries, it was a hub for maritime trade, manufacturing, and warehousing, linked to Bristol's larger role as a port city. Working-class housing developed around these industries, and the area had a distinctly industrial identity for many decades.

Recent Changes:

With the decline of traditional industries and changes in global trade, the area experienced economic decline and physical deterioration. However, over the past 20 years, parts of South Bristol—including Ashton Gate and nearby areas like North Street—have seen signs of urban regeneration, driven in part by investment in culture, food, and sport.

Ashton Gate Redevelopment & Bristol Sport

Bristol Sport, owned by local businessman Steve Lansdown, manages Bristol City Football Club, Bristol Bears Rugby, and other local teams. The redevelopment of Ashton Gate Stadium, completed in 2016, transformed it into a modern, multi-use sports venue with new stands, hospitality areas, and upgraded facilities.

The stadium has become a catalyst for wider regeneration:

- Plans for new housing, a hotel, and a conference centre aim to boost the local economy.
- Investment in cafés, bars, and leisure space nearby has supported a rebranding of the area.
- The proposed "Ashton Gate Sporting Quarter", including a new arena, reflects ongoing ambitions for sports-led urban regeneration.

These changes contribute to shifting place identity and perception, offering a valuable case study of how sport can reshape urban environments.

BBC NEWS - November 2024 : A sporting development that has faced years of delays, has been given the go-ahead after a legal challenge was dismissed. Work on Bristol Sport's Ashton Gate Sporting Quarter, which will include a new basketball arena for Bristol Flyers and a hotel, will now start in 2025.A legal row between a waste company and council planners which had held-up the start of the development has now been dismissed by the High Court, with no further right to appeal. The multi-purpose 5,000-seater arena will be built next to Ashton Gate stadium, which is home to Bristol City Football Club and the Bristol Bears rugby union team.

ASHTON GATE FIELD WORK

☐ LOCATION

Outside the stadium, and in 2–3 surrounding streets (e.g., North Street, Ashton Road).

- Photograph key locations and mark them on the map.
- Annotate: how "branded" or "rebranded" does the space feel?.

☐ QUESTIONNAIRES

Ask local residents, business owners, or visitors

- "How has the area changed since the stadium redevelopment?"
- "Do you feel this has benefited the local community?"
- "How do you perceive this area now compared to 10 years ago?"

☐ EMOTION MAPPING

Emotion mapping is a fieldwork technique where people mark how they feel at different locations on a map, using colour, symbols or words. It's useful to explore subjective experiences and the atmosphere of a place.

☐ ENVIRONMENTAL QUALITY SURVEY - ASHTON GATE

To assess and compare the quality of the physical environment at different locations within Ashton Gate using a scoring system. This helps evaluate how environmental factors influence the perception of place.

☐ RADAR GRAPH

Three sites at varying distances from the stadium.

- Litter, noise, street furniture, safety, green space, footfall, etc.
- Score out of 5 or use a radar graph template.

☐ NON-PARTICIPANT OBSERVATION SURVEY

A Non-Participant Observation Survey is a qualitative fieldwork technique used to record and analyse human behaviour in a place, without directly interacting with the people being observed. Instead, you act like a bystander — quietly watching what happens in the space around you.

☐ LAND USE SURVEY

- On the blank outline map note the types of businesses and buildings near the stadium.
- Is there evidence of cafés, coworking spaces, or new housing?
- Categorise uses (residential, retail, leisure, vacant, etc.).

Urban Regeneration Questionnaire - ASHTON GATE

Introduce yourself politely and explain that you are conducting a survey to help with your project on the regeneration of Bristol for your A level Geography course.

QUESTION	1	2	3	4	5	6	7	8
Do you live in this area? a. Yes b. No								
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Sex (estimate) a. Male b. Female								
Employment a. Full time b. Part time c. Student d.Housewife/husband e. Unemployed f. Retired								
Length of time lived in the area a. < 1 year b. -5 years c. 5-10 years d.>10 years								
How has the area changed since the stadium redevelopment? **Why?**								
"Do you feel the stadium redevelopment will benefit the local community?"								
Any other Comments?								

EMOTION MAPPING

1. Preparation:

- On the base map of Ashton Gate at the end of the booklet Use coloured pens or stickers to represent emotions.
- Create a key for emotions (e.g. red = anxious, blue = calm, yellow = happy, grey = bored, green = relaxed, etc.).

2. Fieldwork Activity:

- Walk around key locations in Ashton Gate (e.g. stadium, surrounding streets, shops, pubs, residential areas, car parks).
- At each stop, record how the place makes you feel. Consider:
  - Sounds (e.g. traffic, crowds)
  - Smells (e.g. food stalls, pollution)
  - People (e.g. busy, quiet, friendly)
  - Aesthetics (e.g. clean, neglected)
  - Personal comfort/safety

3. Record Your Feelings:

- Mark your emotion using the colour or symbol on the map.
- Add a brief adjective next to it (e.g. "exciting", "overwhelming", "safe").
- Optionally include a 1–5 intensity rating.

ASHTON GATE

Emotion	At site 1	At site 2	At site 3	At site 4
Calm				
Excited				
Positive				
Nervous				

One box has been left blank for you to add your own emotion.

At each site – pick the MAIN emotion you feel and score how strongly you feel this.

Give it a score from 5 = very strong   to 1= weakly felt
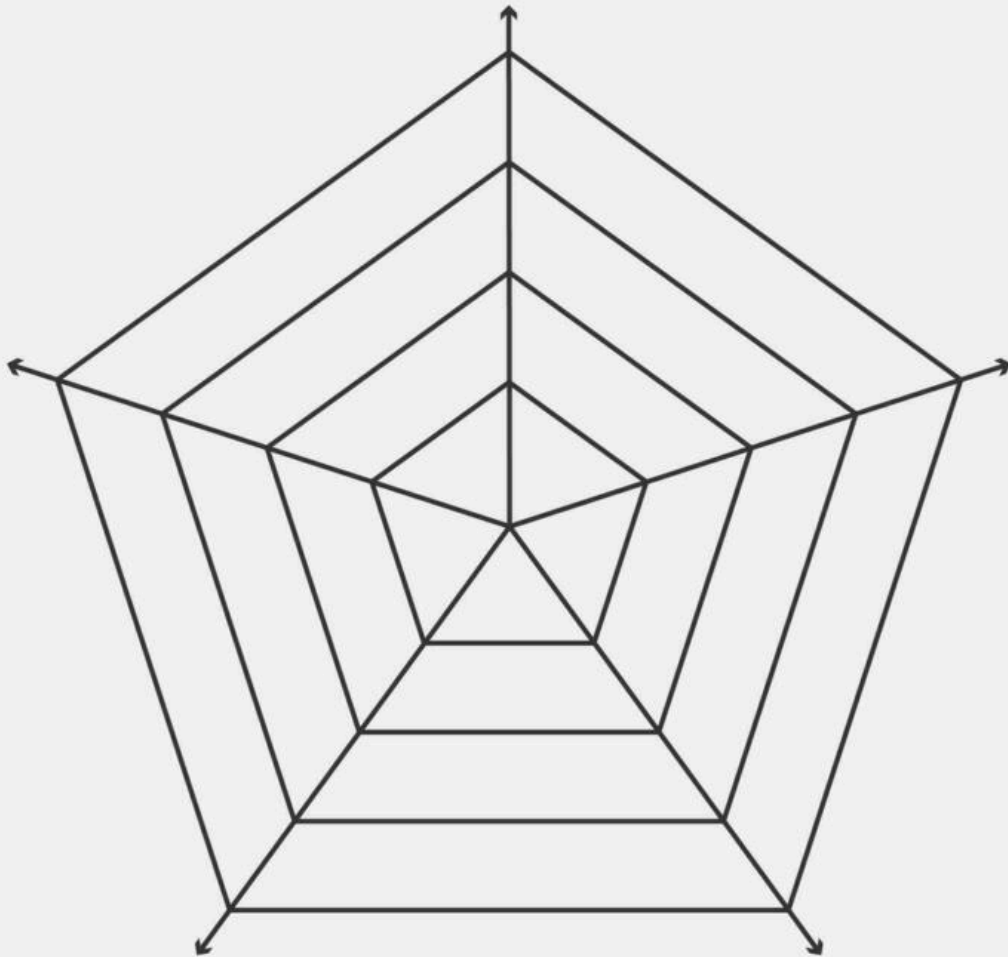
ENVIRONMENTAL QUALITY SURVEY - ASHTON GATE

Name of person assessing: _____ Location:_____

What is being assessed? (housing, street, industry, offices etc.):_____

General description of area

Qualities being assessed		High + 2	Generally fine +1	Av. 0	Generally poor -1	Very poor -2	
Buildings	Well designed / pleasing to the eye						Poorly designed / ugly
	In good condition						In poor condition
	Evidence of maintenance / improvement						Poorly maintained / no improvement
	Outside – land, gardens or open space are in good condition						Outside – no gardens, or land / open space in poor condition
	No vandalism evident						Extensive vandalism
Traffic	Roads have no traffic congestion						Streets badly congested
	Parking is easy; garages or spaces provided						Parking is very difficult; no parking provision
	No traffic noise						High traffic noise
	Safe for people						Dangerous for people
	No smell from traffic or other pollution						Obvious smell from traffic or other pollution
Open space /gardens	Large gardens or open space outside house						No garden / open space – door opens to street
	Trees and shrubs visible from close by						No greenery visible from house
	Public parks within easy distance						No public parks easily accessible
General quality	No litter						Much litter
	Roads well maintained with paving etc. well kept						Roads poorly maintained with paving etc. broken
	Close to public transport						Long way from public transport
	Close to shops, amenities or services						Remote from shops, amenities / services

TOTAL   /34

RADAR GRAPH

Litter, noise, street furniture, safety, green space, footfall, etc.

Score out of 5 or use a radar graph template.

Non-participant survey observations ASHTON GATE

Location:_____   Date:_____   Time:_____

Over the next 5 minutes observe the street scene in _____.
Record what you see in the table below:

Appearance Clothing, age, gender, physical appearance	Note down anything that might indicate membership of a group such as profession, social status, socioeconomic class, religion, or ethnicity	
Verbal behaviour and interactions	Who speaks to whom and for how long; who initiates interaction; languages or dialects spoken; tone of voice	
Physical behaviour and gestures	What people do, who does what, who interacts with whom, who is not interacting?	
Use of space	Where do they go? Which services do they use? Which routes do they take? How long do they spend in each space?	
Human traffic	Where people enter and exit; how long they stay; who they are (ethnicity, age, gender); whether they are alone or accompanied; number of people	
People who stand out	Identification of people who receive a lot of attention from others – what are their characteristics? What do they do?	

Highlight and tally the people you observe over this time? Add any additional other groups you observe in the space provided.

Young professional	Council workers	Homeless	Teenagers	
Young parent with pram	Cyclist	Tourists	Disabled person	
Young couple	Elderly couple	Family group	Police	

Perceptions ('Experienced Place') – Place Check for ASHTON GATE

Place check analysis

➢ The technique is based on the initial feelings people have about a place, and how welcoming it may be to them.

➢ A place check is best used upon entry into an area, where no personal perception has yet been developed. Try to come up with adjectives rather than nouns, and be succinct where possible.

➢ 10 words in each column is required for analysis

What do you like about this area?	What do you dislike about this area?	What can be improved?

Place Check Analysis – ASHTON GATE

What do you like about this area?

1. Welcoming
2. Vibrant
3. Community-focused
4. Characterful
5. Sporty
6. Energetic
7. Accessible
8. Creative
9. Friendly
10. Distinctive

What do you dislike about this area?

1. Noisy
2. Congested
3. Overcrowded
4. Polluted
5. Littered
6. Inconsistent (in upkeep)
7. Grey
8. Tired
9. Disjointed
10. Neglected (in parts)

What can be improved?

1. Cleanliness
2. Signage
3. Green spaces
4. Public seating
5. Traffic flow
6. Lighting
7. Cycling access
8. Aesthetic appeal
9. Street maintenance
10. Community facilities

ADDITIONAL NOTES

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Ashton Gate

NGA, USGS | Esri Community Maps Contributors, Esri UK, Esri, TomTom, Garmin, GeoTechnologies, Inc, METI/NASA, USGS

LAND USE SURVEY On the blank outline map note the types of businesses and buildings near the stadium. Is there evidence of cafés, coworking spaces, or new housing? Categorise uses (residential, retail, leisure, vacant, etc.).