

NAME: _____

GCSE GEOGRAPHY FIELD TRIP



MOUNT KELLY 16 JUNE 2026



FIELDWORK FOCUS

- **Methodological approach:** Change over time
- **Conceptual framework:** Sphere of Influence

HYPOTHESIS: *Tavistock's sphere of influence has become more localised over time, partly due to competition from larger centres such as Plymouth.*

ITINERARY *(subject to change)*

0830	Briefing in M10
0900 - 0920	Walk to Town Centre
0920 - 0930	Briefing in Bedford Square
0930 - 1130	Carrying out fieldwork in Tavistock
1130 - 1200	Debrief in Town Centre
1200 - 1230	Return to Mount Kelly

EQUIPMENT NEEDED: Clipboard, coloured pencils, pen, pencil, rubber. Phone (for photos), suitable clothing

Tavistock Field Trip

Why are we doing this?: The Component 3 exam (30%) requires a **geographical enquiry**. You must be able to:

- Ask questions
- Collect and present data
- Analyse patterns
- Reach conclusions
- Evaluate methods

Hypothesis: *Tavistock's sphere of influence has become more localised over time, partly due to competition from larger centres such as Plymouth*

Key Concepts

- **Sphere of Influence:** Area a place attracts people from (e.g. for shopping, jobs).
- **Change Over Time:** Places may: Decline - Stay stable - Adapt

Data Collection Methods

1. Questionnaires

- Ask people where they've travelled from and why
- Aim for 5–8 questionnaires per group
- Use systematic sampling (e.g. every 3rd person)
- Shows:
 - How far people travel
 - Whether Tavistock still attracts visitors
- How will you analyse this?
 - Plot origin on a map (draw lines or proportional symbols)
 - Create bar chart of distance travelled
 - Compare local vs regional visitors
- Presence of high-order shops
- Signs of change (e.g. empty shops, chains vs independents)
- How will you analyse this?
 - Calculate % of vacant shops
 - Compare chain vs independent
 - Identify CBD characteristics

3. Photographs

- Take photos of:
 - Busy areas
 - Quiet areas
 - Environmental quality
 - Empty/changing buildings
 - Visual evidence for analysis and evaluation

2. Land Use Mapping

- Classify buildings using a key
- Create a town centre land use map
- Shows:
 - Types of shops/services

EVALUATION CHECK:

- Is your sample biased?
- Is your data reliable?
- What would you improve?

Tavistock Sphere of Influence Questionnaire

Hello, my name is.....and I am conducting my GCSE Geography Project in Tavistock and I was wondering if you had a couple of minutes to answer a few questions?

Age (Estimate) ☐ <18 ☐ 18-30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐ 60+

Gender ☐ Male ☐ Female

Employment ☐ Full Time ☐ Part Time ☐ Student ☐ Homemaker ☐ Unemployed ☐ Retired

Where are you visiting from today? **Can you provide the first part of the postcode e.g PL19**

☐ PL19 (Tavistock) ☐ Other: _____

Within Tavistock (0-5 km) ☐ Local area (5-20 km) ☐ Regional (20-100 km) ☐ Over 100 km

Is this your first visit to Tavistock? Yes ☐ No ☐

How did you travel to Tavistock today? Car ☐ Bus/Coach ☐ Train ☐ On foot ☐ Bicycle ☐

How many times have you visited Tavistock before?

First visit ☐ Occasionally (a few times a year) ☐ Monthly ☐ Weekly or more ☐

Are you visiting for:

Essential services (bank, healthcare, food shopping) ☐ Leisure (cafés, tourism, shopping for enjoyment) ☐

Do you have access to similar shops/services closer to where you live? Yes ☐ No ☐

If yes, why did you choose Tavistock instead?

Specific attraction (e.g., Museum) ☐ Other (please specify)

Would you have gone to Plymouth instead? Why/why not? _____

What does Plymouth offer that Tavistock doesn't? _____

Spending and Activities

How much money do you expect to spend in Tavistock today?

Less than £10 ☐ £10 - £20 ☐ £20 - £50 ☐ More than £50 ☐

What are you most likely to spend money on?

Food and drink ☐ Souvenirs/gifts ☐ Attractions ☐ Other (please specify)_____

Have you noticed how Tavistock has changed over time?

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RESULTS SUMMARY

Total number of questionnaires completed: _____

Location(s) conducted (e.g. Bedford Square, Pannier Market):

Time(s) conducted: _____

Sampling method used (e.g. every 3rd person): _____

Distance travelled:

Within Tavistock (0–5 km): _____ Local area (5–20 km): _____ Regional (20–100 km): _____

Over 100 km: _____ TOTAL: _____

% local visitors (0–20 km): _____ % regional/national visitors (20 km+): _____

Does this suggest a local or wide sphere of influence?

Overall trend (justify using data):

Evidence:

First-time vs repeat visitors

First visit: _____ Repeat visitors: _____

VISITOR BEHAVIOUR

Purpose of visit: Essential services: _____ Leisure (shops, cafés, tourism): _____

Frequency of visits

First visit: _____ Occasionally (few times/year): _____ Monthly: _____ Weekly or more: _____

Reasons for choosing Tavistock

Close to home: _____ Good range of shops: _____ Markets/tourism: _____ Easier than travelling to Plymouth: _____ Other: _____

Expected spending: Less than £10: _____ £10–£20: _____ £20–£50: _____ More than £50: _____

% spending over £20: _____

Main spending: Food & drink: _____ Souvenirs/gifts: _____ Attractions: _____ Other: _____

Perceptions of change

Summarise most common answers:

- 1. _____
- 2. _____
- 3. _____

Improvements suggested

- 1. _____
- 2. _____
- 3. _____

Common responses about change:

- 1.
- 2.
- 3.

Does your data support the hypothesis?

Tavistock's sphere of influence has declined due to Plymouth:

- ☐ Strongly agree
- ☐ Partly agree
- ☐ Disagree

Evidence:

- 1. _____
- 2. _____

EVALUATION

Strengths of your data:

- 1. _____
- 2. _____

Limitations:

- 1. _____
- 2. _____

Improvements:

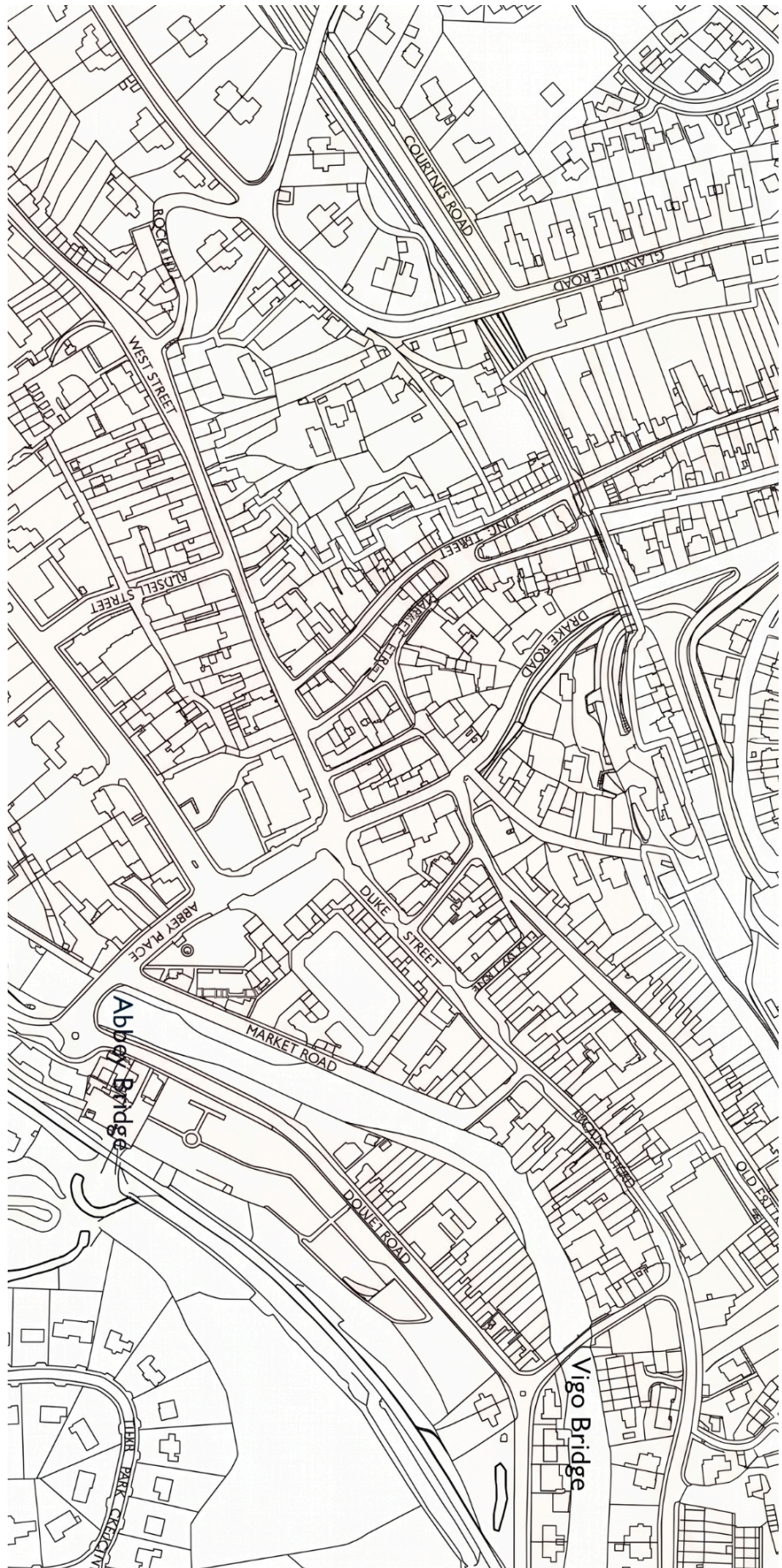
- 1. _____
- 2. _____

GCSE QUESTION : Evaluate how far your fieldwork methods were effective in investigating changes in Tavistock's sphere of influence. (12 marks)

Central Tavistock - Land Use Map

KEY

- **Residential**
Houses, flats, terraces
- **Commercial (Retail)**
Shops, cafes, restaurants
- **Services (Public & Private)**
Banks, offices, health centres, post office
- **Institutional**
Schools, churches, community buildings
- **Recreational / Open Space**
Parks, green areas, sports facilities
- **Transport**
Roads, car parks, bridges



GCSE Geography Tavistock Fieldwork Write-Up

- **Methodological approach:** Change over time
- **Conceptual framework:** Sphere of Influence

HYPOTHESIS: *Tavistock's sphere of influence has become more localised over time, partly due to competition from larger centres such as Plymouth.*

Section 1: Land Use Map (Compulsory)

Produce a **neat, colour-coded land use map** of central Tavistock.

Your map must include:

- A **clear title**
- A **key (legend)** showing land use categories
- Accurate colouring and labelling
- Main roads (e.g. West Street, Plymouth Road)
- The River Tavy and bridges if relevant

Section 2: Data Collection (Fieldwork Methods)

- What data you collected (questionnaires, land use mapping)
- Who you collected data from
- Why this data was useful

Section 3: Results & Analysis

- Describe patterns in land use
- Identify where the **CBD (Central Business District)** is located
- Use some of the graphs from the summarised questionnaire data [here](#)
- Refer to your map as evidence

Key Questions:

- Where is retail most concentrated?
- How does land use change as you move away from the centre?
- Are there any mixed-use buildings?

Section 4: Sphere of Influence

- What *sphere of influence* means
- How far people had travelled to Tavistock (use questionnaire data)
- Can you produce a proportional arrow map
- Why people visit Tavistock (shopping, work, tourism)

Section 5: Conclusions

- What have you learned about Tavistock's land use?
- How important is Tavistock as a service centre?
- Has the town changed in recent years? (if relevant from observations)

Section 6: Evaluation

- What went well with your fieldwork?
- Limitations (e.g. sample size, time, weather)
- How you could improve it next time