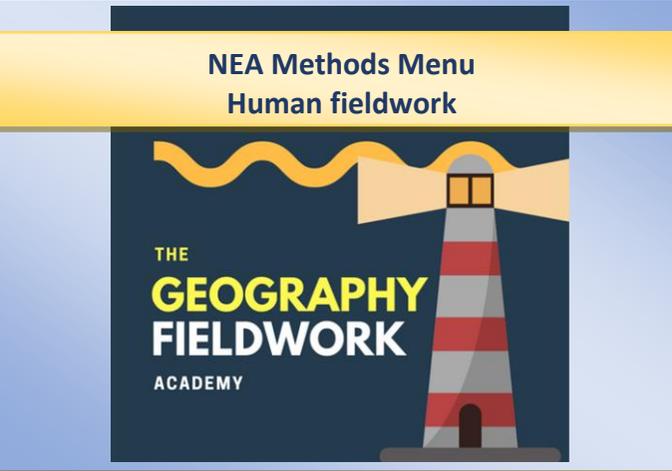
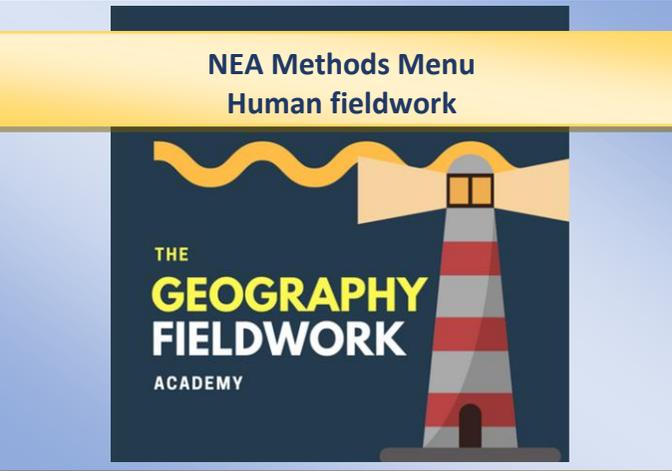
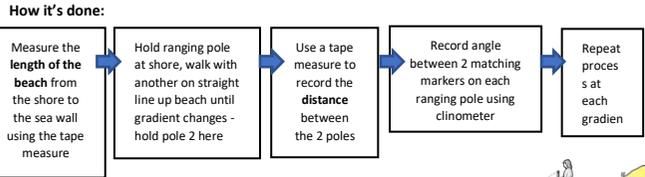


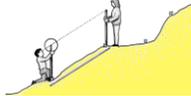
<h2>Activity mapping</h2> <p>Helps to show: The function of an area. How it's used, who by, how busy it is, it's popularity and / or success</p> <p>How it's done: Involves recording written observations of the human use of a particular space. Creates short statements (10 words max) which provide a description of the users, their behaviour, approximate age, activity and anything else obvious.</p> 	<h2>Bi-polar surveys</h2> <p>Helps to show: The perceived quality of a place – considering several different criteria of your choosing</p> <p>How it's done: Grading of the same chosen criteria on a sliding scale, often ranging from -3 to +3 to represent negative and positive perceptions. Creates a clear comparison of differences between locations.</p> 	<h2>Car price comparison</h2> <p>Helps to show: The affluence or possibly deprivation of an area, it's residents or visitors to it.</p> <p>How it's done: A survey which seeks to establish how the average car prices in an area compares to somewhere else. Done by recording make, model and year – and using Auto Trader to establish an approximate value for each car you observe.</p> 	<h2>Car age survey</h2> <p>Helps to show: The affluence or possibly deprivation of an area, it's residents or visitors to it.</p> <p>How it's done: A survey which seeks to establish how old the average cars are in an area and how this compares to somewhere else. Done by recording numbers on registration plate and converting to year of sale. <i>NB: Basically – the light version of the 'car price comparison'</i></p> 	<h2>Car park capacity</h2> <p>Helps to show: The popularity / success of an area – perhaps a retail park, regeneration project, visitor attraction or town</p> <p>How it's done: Select an appropriate number of parking spaces e.g. 50 and systematically tally how many of these spaces are used or vacant. Use your results to create a proportion of use:empty <i>NB: Improved reliability if completed on several occasions</i></p> 	<h2>Clone Town Survey</h2> <p>Helps to show: How individual and unique the shops and services are in a particular area and the proportion of chain stores</p> <p>How it's done: Undertaking a shop and service survey and then using this data to complete the 'clone town' calculations to determine the level of 'uniqueness' in the area of investigation.</p> 
<h2>Coded interviews</h2> <p>Helps to show: Local opinions and / or knowledge on any given topic</p> <p>How it's done: Recording an interview (easily done on a phone) which you have organised and prepared questions for – then creating a transcript from this conversation. Finally, use a colour-coded key to highlight and group information which is provided.</p> 	<h2>Crime prevention mapping</h2> <p>Helps to show: Evidence of deprivation and / or affluence and even inequalities of wealth. Crime.</p> <p>How it's done: Visit a range of different locations within a given area – at each location tally the security features you can observe in all directions to complete a total score for the area – whilst recording the locations with lat. and long. coordinates. Later add to ArcGIS.</p> 	<h2>Decibel readings</h2> <p>Helps to show: Variations in noise levels between areas</p> <p>How it's done: Using a free 'decibel counter' app on a smart phone or tablet. Select an appropriate length of time to record average decibel readings – record the result and log the lat. and long. coordinates to enable transfer later into ArcGIS.</p> 	<h2>Dwell observations</h2> <p>Helps to show: Customer behaviour and demographics and varying functions of shops and services</p> <p>How it's done: Discreetly making written observations of the users of selected shops or services. Can include demographic approximations, use of spaces and time spent in each location. <i>E.G. The changing geography and function of coffee shops</i></p> 	<h2>Enviro. Quality Surveys</h2> <p>Helps to show: The perceived quality of various aspects of the environment – considering several different criteria of your choosing</p> <p>How it's done: Grading of the chosen criteria on an appropriate scale, often ranging from 0 - 10 to represent negative and positive perceptions. Creates a comparison of differences between locations.</p> 	<h2>Epitome words</h2> <p>Helps to show: How people perceive places and the words which they associated with them</p> <p>How it's done: In any given location record the 3-5 words which you associate with that place or environment. Can add lat. and long. coordinates to add into ArcGIS or word cloud. <i>NB: Validity of method less subjective if more people asked.</i></p> 
<p>Good for: Perceptions, place, function, introductions</p>	<p>Good for: Perceptions, regeneration, economic</p>	<p>Good for: Gentrification, regeneration, social, economic</p>	<p>Good for: Gentrification, regeneration, social, economic</p>	<p>Good for: Retail, regeneration, economic, changing places</p>	<p>Good for: Retail, changing places, gentrification, economic</p>
<h2>Fieldsketches</h2> <p>Helps to show: Located information on a range of issues</p> <p>How it's done: Highlighting the key features of a landscape and adding specific annotated comments to describe and explain their features. These could be colour coded to fit into themes and increase clarity. <i>NB: The sketch does not have to be a detailed drawing</i></p> 	<h2>Footfall surveys</h2> <p>Helps to show: The popularity and possible economic success of shops, services or visitor attractions</p> <p>How it's done: Discreetly observing the number of people who enter a shop, service or visitor attraction over a given time frame – e.g. 5 minutes. Using a tally sheet to record the numbers for each individual location sampled. Can be added to ArcGIS if lat. and long. coordinates logged.</p> 	<div style="text-align: center;">  <p>NEA Methods Menu Human fieldwork</p> <p>THE GEOGRAPHY FIELDWORK ACADEMY</p> </div>		<h2>Gentrification mapping</h2> <p>Helps to show: The current extent of home improvements within a given area by logging characteristics such as scaffolding, skips and builder's vans</p> <p>How it's done: Creating a index of criteria associated with external signs of home improvements. Logging where evidence of these criteria is observed using lat. and long. coordinates before adding to an ArcGIS heatmap.</p> 	<h2>Holiday home mapping</h2> <p>Helps to show: The extent of holiday homes present within a selected area – helps to indicate demographic change</p> <p>How it's done: Select residential streets for surveying. First total the number of residential properties on that street. Then tally the number of properties on that street which has holiday homes advertised in their windows. Calculate the proportion of these per street as a ratio or %.</p> 
<p>Good for: Changing places, environmental impacts</p>	<p>Good for: Retail, regeneration, changing places, economic</p>			<p>Good for: Gentrification, changing places, economic</p>	<p>Good for: Gentrification, changing places, economic, tourism</p>
<h2>House price comparison</h2> <p>Helps to show: How house prices compare between areas or to the national average. Can show deprivation or inflation.</p> <p>How it's done: Either by recording the sale details from estate agent windows in selected locations or by completing research online on page like Right Move. Details of the general type of property will need to be recorded for accuracy of comparison, e.g. 3-bed townhouse.</p> 	<h2>Land use hierarchy</h2> <p>Helps to show: The distribution and amount of higher and lower-end shops and services in a particular location.</p> <p>How it's done: Using a hierarchy of concentric rings which divide shops, restaurants, leisure facilities and residential buildings into 5 different levels of quality. In chosen locations – allocate a level to each category of buildings you can observe.</p> 	<div style="text-align: center;">  <p>NEA Methods Menu Human fieldwork</p> <p>THE GEOGRAPHY FIELDWORK ACADEMY</p> </div>		<h2>Land use survey</h2> <p>Helps to show: The distribution and types of different land use in a selected area</p> <p>How it's done: Using a base map of a selected area and having create a key of different buildings (RICE POSTS) – annotate your map to identify the distribution of different land zones. Can be presented on ArcGIS or Google Earth or simply by adding labels to a Google Maps image.</p> 	<h2>Local service survey</h2> <p>Helps to show: The amount and range of key local services which are accessible in a chosen location</p> <p>How it's done: Create an index of key local services – tally the number of these amenities which are present in the chosen location to create a total score. Could be viewed as a % or ratio. For services which are not present you could provide distance in miles to the nearest location.</p> 
<p>Good for: Changing places, deprivation, gentrification, economic, tourism</p>	<p>Good for: Place, inequalities, regeneration, retail, urban, gentrification</p>			<p>Good for: Place, inequalities, regeneration, retail, urban, gentrification</p>	<p>Good for: Changing places, rural, retail, economic, social</p>
<h2>Mood meter</h2> <p>Helps to show: How different areas are perceived by people by considering the atmosphere and emotions an area creates</p> <p>How it's done: Using a template of different words organised in a spectrum of positivity to negativity – allocate 1 word to summarize the perceived 'feel' of the place. Can be logged with lat. and long. to add to ArcGIS.</p> 	<h2>Online surveys</h2> <p>Helps to show: Public opinion on a range of matters – excellent way to quickly and easily access local people</p> <p>How it's done: Create an online survey (e.g. survey monkey) and post your survey on a Facebook forum for the local area you are investigating. Can also use Twitter or other forms of social media to advertise your survey.</p> 	<h2>Pedestrian Counts</h2> <p>Helps to show: The use and popularity of specific areas</p> <p>How it's done: Choose an appropriate number of locations and a set time frame for recording – count the number of pedestrians that pass a given location during that period. Should be logged with lat. and long. to add to ArcGIS.</p> 	<h2>Place Portraits</h2> <p>Helps to show: The key features and characteristics of a place helping build a picture of a place's identity</p> <p>How it's done: Gather images and articles from as many sources as possible to create a summary page identifying the characteristics, features and functions of your chosen place. Can be presented into a 'photo mosaic' online.</p> 	<h2>Property Quality Surveys</h2> <p>Helps to show: The general external quality of properties in a selected area, based on your individual perspective.</p> <p>How it's done: Creating a set of observable criteria which indicates the level of maintenance and investment applied to each property. Grade each on a sliding scale between negative and positive (e.g. 1-5). Tally these scores for all observed houses in a given street. An average can be created and logged with lat. and long. to add to ArcGIS.</p> 	<h2>Questionnaires</h2> <p>Helps to show: Public opinion on a range of matters – excellent way to quickly and easily access local people</p> <p>How it's done: Create a brief survey including no more than 10 questions – which are all directly relevant to your enquiry. Randomly select an appropriate number of people to survey – log each answer.</p> 
<p>Good for: Perceptions, changing places, regeneration, economic, social</p>	<p>Good for: Almost everything! – especially perceptions, changing places, economic, social & environmental</p>	<p>Good for: Retail, regeneration, tourism, place, economic</p>	<p>Good for: Identity, perceptions, changing places</p>	<p>Good for: Deprivation, affluence, gentrification, changing places, economic, social</p>	<p>Good for: Almost everything! – especially perceptions, changing places, economic, social & environmental</p>
<h2>Reg. code survey</h2> <p>Helps to show: An approximation of where people may have travelled from to reach your chosen study site.</p> <p>How it's done: Choose an appropriate number of vehicles to survey – in a public carpark. Make a note of the 2 first letters of the reg. plate. Later use the national list of reg. plates to create a grid tallying the number of each cars from each location.</p> 	<h2>Residents Quality survey</h2> <p>Helps to show: An indication of the quality of life experienced by residents in a chosen location.</p> <p>How it's done: Creating a set of observable criteria which indicates the level of residential quality, e.g. privacy, garden state / size. Grade each on a sliding scale between negative and positive (e.g. 1-5). Tally these scores for all observed houses in a given street. An average can be created and logged with lat. and long. to add to ArcGIS.</p> 	<h2>Shopping basket survey</h2> <p>Helps to show: An indication of the cost of basic, comparable goods between different locations which may suggest inflation due to gentrification, popularity or tourism.</p> <p>How it's done: Select 5 comparable goods (e.g. cup of tea, ice cream etc) – record the cost of these items in as many locations as you consider appropriate to create an average for a set area – compare this to other areas to provide comparison.</p> 	<h2>Soundscaping</h2> <p>Helps to show: The different noises in an area to provide an indication of environmental quality and human impact.</p> <p>How it's done: In chosen locations write in a list the different noises you can hear over a set time period. Then allocate a % to represent the proportion each of these contribute to the total noise in the area. Display on a square 10 x 10 tree map.</p> 	<h2>Traffic flows</h2> <p>Helps to show: The number of vehicles using surveyed routes in a chosen area – can indicate traffic issues & environmental quality.</p> <p>How it's done: Choose an appropriate number of locations and a set time frame for recording – count the number of vehicles that pass a given location during that period. Should be logged with lat. and long. to add to ArcGIS.</p> 	<h2>#Twitter tags</h2> <p>Helps to show: The words that people are associating and using alongside your chosen area of study – helps create a portrait of place</p> <p>How it's done: Searching Twitter for hashtags of your location – record the other hashtags on each post over a selected number of tweets. These words can then be added into a 'wordle' to display a picture of the themes associated with your place.</p> 
<p>Good for: Tourism, changing places, economic</p>	<p>Good for: Deprivation, gentrification, social, place</p>	<p>Good for: retail, gentrification, tourism, economic, place</p>	<p>Good for: Environmental impact, place, inequalities</p>	<p>Good for: Environmental impact, place, inequalities</p>	<p>Good for: Perceptions, identity, place</p>

Beach profiles

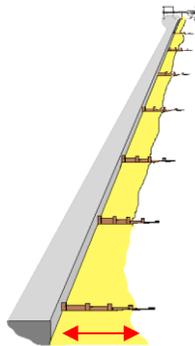
Helps to show:
The profile of the beach – which refers to its gradient from the shore to the back of the beach. Groynes help to build up beaches and can create accumulations of sand - which affects the profile of the beach. Completing a beach profile allows us to observe the gradient (shape) of the beach and consider how it may be influenced by the groynes which are located there.



Good for: Coastal processes, long shore drift, deposition, erosion



Beach width measurements



Helps to show:
The impact of groynes at starving beaches of sand and interrupting longshore drift.

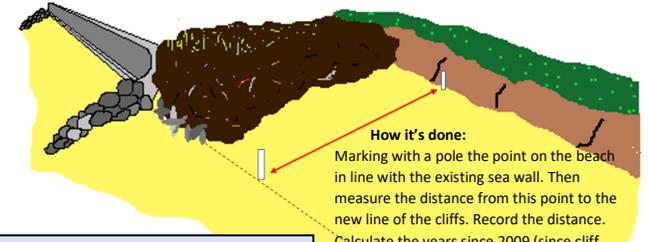
How it's done:
At regular intervals along an appropriate length of beach, measure the width of the beach from the shore to the back of the beach. Complete along the beach.

NB: Complete 10 separate measurements to ensure you can complete a Spearman's Rank stats test on your data – this may seek to prove if there is a correlation between width of beach and the distance from 1st (most Southerly) groyne on the beach.

Good for: Longshore drift and management

Cliff recession rates

Helps to show:
The amount and rate of coastal erosion in a specific location. The effectiveness of the sea wall.



How it's done:
Marking with a pole the point on the beach in line with the existing sea wall. Then measure the distance from this point to the new line of the cliffs. Record the distance. Calculate the years since 2009 (since cliff here stopped being protected) to calculate the rate of erosion per year.

Good for: Coastal erosion and management

Cost-benefit analysis

Helps to show:
The costs of coastal defences and their value in relation to the land which they are in place to protect.

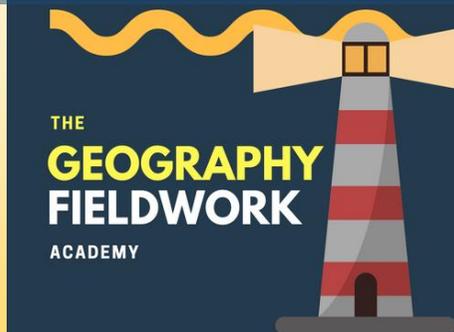
Cost Benefit = Value of land protected / Cost of defence over x years

How it's done:
Consider the cost of the sea defences on Southwold beach (i.e. the sea wall) and its life expectancy (100 years). Use results from the cliff recession rates to calculate the distance of erosion which would occur at this calculated rate over the 100 years life span of the sea wall. Use this measurement to map this zone behind the installed sea wall on a base map – Use Google maps to approximate the number of buildings in this protected zone. Use www.rightmove.co.uk to establish an average house price for the town. Multiply this number by that which represent the number of buildings protected. Compare this number to the cost of the sea walls installation. Make a clear judgement as to whether the money spent on the sea wall has been value for money.

Good for: Coastal management, coastal erosion



NEA Methods Menu Physical fieldwork



Flood risk mapping

Helps to show:
The likelihood of coastal flood occurring and the severity of a breach or overtopping of sea defences.

Flood risk = likelihood x severity

Good for: Coastal management, coastal erosion, sustainability, economics, social

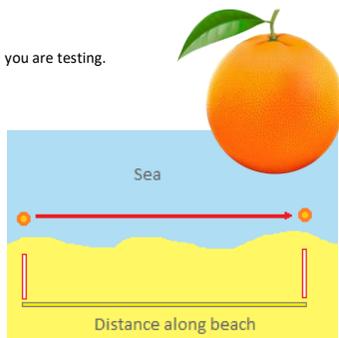
- How it's done:**
This requires calculating both the likelihood and severity at all sampled points. Choose an appropriate number of locations to sample – consider a transect along the seafront and areas of varying height.
1. Likelihood – at your selected site record the lat. and long. coordinates. Later use <https://www.daftlogic.com/sandbox-google-maps-find-altitude.htm> to find the altitude reading of this location. Use the conversion chart of this height to allocate a score to the likelihood of flooding at this location 1-5.
 2. Severity – Consider the land use in the location you are in based on the scale 1-5 and the land use type chart. Allocate the location a grade of 1-5 based on the general area.
 3. Flood risk – Create this overall score based on your value for 'likelihood' x your value for 'severity'.

Now use the coordinates to create a Excel CSV file of your results and add this data to ArcGIS. Show this information as a 'heat map' for the best visual image.

Orange drift test

Helps to show:
Evidence for longshore drift on the day on which you are testing.

How it's done:
Mark your location on the shore with a pole (or large stone) – throwing the orange into the near-shore directly in front of you. Start your timer for a set period (e.g. 1 minute). Follow the drift of the orange – after your set time period, mark with a second pole the point to which the orange has drifted to. Measure the distance from the first pole and record the direction (North or South) that the orange has moved.

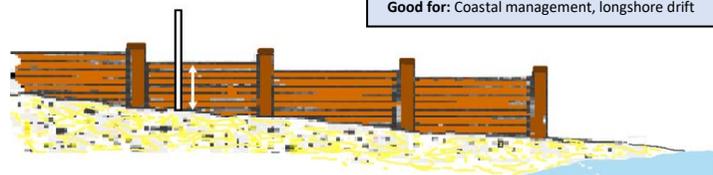


Good for: Coastal management, LSD,

Sand height accumulations

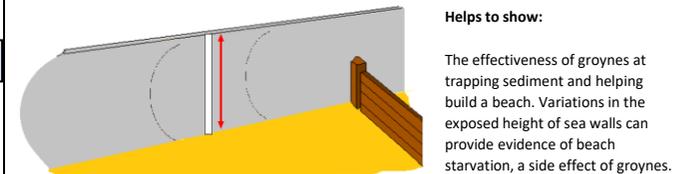
Helps to show:
Evidence for longshore drift on the day on which you are testing. The effectiveness of groynes.

Good for: Coastal management, longshore drift



How it's done:
Using a folding tape measure record the height of the beach material on either side of the groyne. Measure at least three recordings from each groyne and at each point, ensure you record the measurement on both sides of the groyne. To ensure accurate conclusions, measure at least 3 different groynes on the beach.

Sea wall height surveys



Helps to show:
The effectiveness of groynes at trapping sediment and helping build a beach. Variations in the exposed height of sea walls can provide evidence of beach starvation, a side effect of groynes.

How it's done:
Using a folding tape measure record the height of the sea wall from the base of the beach to the top of the wall. Record this on several locations along a transect of the beach. Many beaches which also include groynes will be affected by 'beach starvation' – this is measurable by the sea wall being more exposed at one end of the beach than another.

Good for: Coastal management, LSD,