

HUMAN

**• IDEA QUESTION**

Does Hornsea display the characteristics of the beach resort model in terms of the pattern of land use?

Is the Peak Land Value Intersection (PLVI), the point of highest land values, for Hornsea in the same position as in the model, next to the coast where the main / high street reaches the coast?

• THEORY / HYPOTHESIS

- The pattern of land use in Hornsea is similar to the pattern shown on the coastal resort land use model.
- The position of the PLVI in Hornsea is in a similar position to the coastal resort land use model.

• WHERE / WHY

- Hornsea is a small to medium sized coastal resort on the east Yorkshire coast that is known to teaching staff and is close enough for the fieldwork to be completed in one day.
- The town / resort is small enough for students to cover a large area of the town in their land use exercise.
- The resort has declined since the closure of the railway line and the general decline of British seaside resorts so it may not have all the usual tourist functions of a resort and may not fully follow the patterns shown on the land use model.

• DATA NEEDED

A base map on which to map out the land use of the town using a simple land use classification

A sample of rateable values for commercial premises across the town.

• DATA COLLECTION (PRIMARY / SECONDARY)**PRIMARY**

- A simple 6 fold classification of land use was used to map out the pattern of land use, using colour coding, on a base map. A large area was covered using groups of students in different areas, and later pooling the data.
- This would allow the pattern of land use and resort functions to be compared to the model.

SECONDARY

- Choosing a random sample of 10-15 commercial premises (shops) from the government website database. The Valuation Office Agency (VOA) site gives the location of the premises, the total rateable value (a measure of land value) and most importantly the value in £'s per square metre (this allows premises of different sizes to be compared).
- This allows the PLVI (point of highest land values) to be calculated and the site of this can be compared to the PLVI on the model.

• DATA PRESENTATION

- A colour coded land use map of the town was drawn, easy to draw and simple to understand, and showing the patterns visually.
- Bar charts were drawn of the 6 land use types to show the relative importance of each across the town.
- The land values in £'s per square metre were plotted on a street map of the town, and isolines interpolated at regular intervals to show the pattern of land values across the town. This could then be used to estimate and mark the position of the PLVI.

• DATA ANALYSIS

- The land use was compared to the land use model to see if the locations of resort type functions were concentrated on the seafront.
- The percentage of each type of land use was compared to that expected by the resort model.
- The pattern of land values across the town and the position of the PLVI was compared to the model which puts it near the seafront on the central promenade.

• RESULTS

- Hornsea does not have as many resort functions along the seafront / promenade as would be predicted by the model.
- Many of the service functions are found in the town centre around Newbegin, away from the seafront.

The PLVI in Hornsea is located at the town centre on the Newbegin area and not on the seafront, where land values in fact decline.

- **CONCLUSIONS (RELATE TO IDEAS/ QUESTIONS / HYPOTHESIS)**

- Hornsea only displays some of the land use characteristics of the coastal resort model. There are resort functions along the seafront, but not as many as in the model.
- The main business and town centre is further inland and this gives the town many of the characteristics of an inland town rather than a coastal resort. The pattern is much more symmetrical around the town centre than on the model.
- There are far fewer hotels and guest houses than would be expected in a coastal resort and many of these are not on the seafront.
- Large caravan parks, particularly to the south, now seem to be the main holiday accommodation.
- The PLVI is not on the coast, but at the Newbegin town centre some distance inland. Land values decline away from this centre in all directions, including eastward towards the coast.
- The resort has declined in importance in the later stages of the last century and this century as the railway line and the pier closed, and coastal resorts in the UK, typical 'bucket and spade' resorts, declined and foreign holidays to the 'sun' became more popular.
- As tourist numbers have declined resort functions have closed and the town has become more of a typical market town with activities concentrated in the town centre.
- The development of the Hornsea Freeport, inland from the coast has also added to the decline of typical coastal resort functions.

- **EVALUATION (OF ALL THE ABOVE)**

- STRENGTHS / WEAKNESSES**

- STRENGTHS**

- Every building in the area covered by the land use survey was examined.
- The data set was large and accurate.
- The land use map using a colour coded key gave a very clear picture of the pattern of land use variations across the town.
- Bar charts could be drawn to show the percentage of each type of land use, and to work out the total percentage of the town given over to tourist land uses.
- The isoline map of land values gave a very clear picture of the concentration of high land values and the PLVI near the town

centre 'high street', and the spacing of the lines allowed the rate of decline of land values away from this central point to be assessed.

WEAKNESSES

- It was not possible to assess the land use category of every building in the town.
- Only 6 land use categories were used, it may have been useful to have a more detailed list of land use types
- Some buildings had separate land uses on the upper floors, this was not recorded even if it was known.
- The base map used was a little out of date, some buildings had disappeared and some new one had been built.
- No statistical measure was used to assess how close the pattern of land use in Hornsea was to the model for coastal resorts.
- Data was collected by different groups so it was not always possible to have full confidence in all the data collected.
- The rateable values on the VOA site were not available per square metre for every land use type, so it was necessary just to use shops and stores, rather than all types of service functions.
- The sample size of 10-15 across the whole town for rateable values was quite small and may not show the complete pattern.
- It was difficult to choose premises on the VOA site randomly, it may have been better to use a systematic system of sampling, say every third shop /store on the list to remove any bias.
- It may have been useful to look at the historical trend in tourist numbers visiting Hornsea to see how much it has declined as a resort.