

Selected 48 postcodes in Cambridgeshire:  
24 in Cambridge city, 24 in the rural areas of Ely



1. Preparation:

- 1.1 Enter the postcodes into Zoopla and record:
  - Number of properties
  - Address
  - Date
- 1.2 Print the map in Zoopla website



2A Physical audits:

- 2A-1. Visit the selected postcodes and record date
- 2A-2. Finish the items in the REAT

(At least one week interval between two audits)

2B Visual audits:

- 2B-1. Enter the postcode in Google Street View
- 2B-2. Finish the items in the REAT



3. Analysis:

- 3.1 Score calculation
- 3.2 Compare the results of two audits