

## OCR Section A – Changing Spaces, Making Places

### Assessment objectives

- AO1** Demonstrate knowledge and understanding of places, environments, concepts, processes, interactions and change, at a variety of scales
- AO2** Apply knowledge and understanding in different contexts to interpret, analyse, and evaluate geographical information and issues
- AO3** Use a variety of relevant quantitative, qualitative and fieldwork skills to: investigate geographical questions and issues; interpret, analyse and evaluate data and evidence; construct arguments and draw conclusions

- (a) Study Fig. 1 which shows a photograph of part of a city in the UK in 2014. Explain how one piece of evidence from Fig. 1, shows this place has been rebranded to construct a new place image. [3]

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Fig. 1 - Photograph of part of a city in the UK in 2014



(b) Study Fig. 2, which shows information collected from a coastal town to form part of a place profile. Using evidence from Fig. 2, explain why this coastal town has contrasting representations. [8]

Fig. 2 – Information collected from a coastal town to form part of a place profile

(a) Census data for a coastal town

Measure	A coastal Town in England	England
Employment rate	67.8%	71.7%
Local Authority housing	13.6%	7.5%
Life expectancy female	81.8%	82.3%
Life expectancy male	77.7%	78.3%
Benefit claimants	21%	15%
1-4 GCSE's	20%	13.2%

(b) Deprivation score for the coastal town, taken from the Office for National Statistics  
Deprivation rank (1 is most deprived and 3284 is least deprived).

The town scores 293 out of 3284 in England

Images of the town



(c) Views about the town from the council and from the community

Views from the Town Council website	Views of some residents and visitors collected by interview
Welcome to your seaside retreat, home to fun family holidays and great days out	By night-time any area of road has groupings of young yobs. You can hear Ford Escorts and Fiestas revving their engines with stereos blasting.
Relax and enjoy our soft, clean, sandy beaches all year round. The coastline stretches along 15 miles of beautiful sandy beach, past sand dunes and seaside amusements, taking in donkey rides and bouncy castles	It is high time this place was made great again! This is a wonderful part of the world that's been allowed to crumble away, and become an eyesore for any potential tourist.
Relax and let someone else do the cooking! Eating out is easy and there's a fine range of	I hate going there at anytime as the rubbish and smell is enough to turn away the most determined

restaurants, cafés, pubs and takeaways to tempt every taste bud and to suit every pocket.	locals. The tourism industry is slowly dying and will be gone soon enough unless there is a considerable change in the outlook of the officials in charge.
The town is bursting at the seams with history. You can enjoy its maritime heritage and architecture from Row Houses to the herring industry Smoke Houses, churches and boats.	I find it amazing that people still continue to come here for holidays, there's nothing to do other than lie on a beach or fritter money away in one of the many seafront arcades. Definitely a town in need of a serious overhaul.

**Explain how one piece of evidence from Fig. 1 shows this place has been rebranded to construct a new place image. (3 marks)**

AO2 – 2 marks AO3 – 1 mark 1x1 ✓ for specific evidence interpreted from the resource. 2x1 (DEV) for drawing conclusions from the specific resource evidence that this place has been rebranded to construct a new place image

Boat trips are available along the canal (✓). This canal was most likely used for industrial purposes in the past (DEV), now it has rebranded to attract tourists to the area, possibly drawing on its heritage (DEV).

Restaurants/café culture along the canal side (✓). Café culture is a relatively new addition to the UK but part of a rebranding process to create a positive atmosphere where people can meet and enjoy leisure time (DEV). The range of restaurants and cafes creates 'something for everyone,' an inclusive space where people can relax together (DEV).

The use of street furniture in the form of hanging baskets and lighting (✓). This shows that planners have tried to make the area attractive and encourage people to use the space (DEV). Lighting up the area makes people feel safer at night time and is part of the rebranding process (DEV).

Split level/multifunctional in layout (✓). Space has been maximised with the canal and walkways below and the road with buildings in the background of the image above (DEV).

Making spaces multi-functional is part of the rebranding process and assists in creating the 24 hour city (DEV).

Greenery in the form of trees and flowers have been added to the area (✓). This is often a strategic move by planners to make the place feel more attractive, it was a technique used historically in industrial times (DEV) and greenery is said to improve mood and health of people who use the area (DEV).

(b) Study Fig. 2, which shows information collected from a coastal town to form part of a place profile. Using evidence from Fig. 2, explain why this coastal town has contrasting representations.

**Level 3 (6-8 marks)**

Demonstrates thorough application of knowledge and understanding to provide a clear and developed analysis that shows accuracy, as to why this coastal town has contrasting representations (AO2).

Demonstrates thorough investigation and interpretation of the qualitative and quantitative resources to fully evidence why this coastal town has contrasting representations. There must be good ideas linking resource evidence to contrasting representations of place (AO3).

### **Level 2 (3-5 marks)**

Demonstrates reasonable application of knowledge and understanding to form a sound analysis that shows some accuracy, as to why this coastal town has contrasting representations (AO2).

Demonstrates reasonable investigation and interpretation of the qualitative and quantitative resources to evidence why this coastal town has contrasting representations. There must be sound ideas linking resource evidence to contrasting representations of place (AO3).

### **Level 1 (1-2 marks)**

Demonstrates basic application of knowledge and understanding to form a simple analysis that shows limited accuracy.

### **Indicative content**

AO2 – 4 marks

Application of knowledge and understanding to analyse why the coastal town has contrasting representations could potentially include:

- formal representations of the place e.g. The census data in Fig. 2a show the town in a negative light when compared to the rest of the country. This raw data could potentially lead to a downward spiral deterring people from the area
- informal representations are often used for marketing purposes to attract people to the area, for example the council website. This can have a positive effect on the economy
- informal and personal representations are based on an individual's understanding of a place and how this may vary according to factors such as age and gender
- representations in the form of photographs have been taken by a person who chose to take the photographs of particular areas for reasons of personal bias
- photographic information also shows the town in different lights. These photos may have been taken for a particular reason by a particular person so may demonstrate bias.

AO3 – 4 marks

Evidence from investigation and interpretation of the resources, which could potentially include:

- employment rates are lower at 67.8% when compared to the national average of 71.7. All the formal statistics point to a negative place profile with the exception of 1-4 GCSE category. This raw data could potentially lead to a downward spiral deterring people from the area
- phrases like 'relax' and 'soft clean sandy beaches' have been used to make the place sound an attractive place to visit
- the informal interview data states that 'young yobs' gather by nightfall. This implies that this is perhaps not the view of a 'younger' person

- the photo of graffiti artwork shows some potentially positive attributes of the area but also some more negative with the sad face of the girl with a teddy bear. This artwork may have been created by a person who wanted to send certain messages about the area
- the image of the volleyball on the beach again shows a different representation of the town. This fits with the council description of 'soft sandy beaches', the sun is also shining in this image and people look like they are enjoying themselves and friendships exist. Again this image was chosen for a purpose probably linked to tourism.

**(c) Explain how globalisation can influence people's sense of place. (6 marks)**

Level 3 (5-6 marks)

Demonstrates thorough knowledge and understanding of how globalisation can influence sense of place (AO1).

This will be shown by including well-developed ideas about globalisation and sense of place.

Level 2 (3-4 marks)

Demonstrates reasonable knowledge and understanding of how globalisation can influence sense of place (AO1).

This will be shown by including developed ideas about globalisation and sense of place.

Level 1 (1-2 marks)

Demonstrates basic knowledge and understanding of how globalisation can influence sense of place (AO1).

There may be simple ideas about globalisation and sense of place.

0 marks

No response or no response worthy of credit

**Indicative content**

AO1 – 6 marks

Knowledge and understanding of globalisation and how this can influence sense of place could potentially include:

- how rapid globalisation has led to time-space compression, where transport and communications have helped shrink time and space, therefore influencing place meaning
- globalisation and global brands can impact places, threatening what makes them unique and important in their individual right
- anti-globalisation activists would argue that homogenised landscapes have been created where global corporations like Starbucks can be found on every street corner. These can create perceptions of familiarity where people feel comforted, where they know what they are getting and like they have been somewhere before. Examples might include New York

where numerous films and songs about this place have been available globally, creating a sense of place about somewhere you may have never been

- it can also lead to some people feeling that the local place has been done a disservice as local more unique businesses might be put out of operation, creating feelings of dis-location
- some people might argue that globalisation has created a new exciting sense of place through a new kind of diversity, making places appear more exciting with influences from all around the world in

**(d) \* 'Placemaking is used by governments only to attract inward investment.' How far do you agree with this statement? (8 marks)**

**(N.B. Quality of extended response will be assessed in questions marked with an (\*))**

AO1

Level 3 (6–8 marks)

Demonstrates comprehensive knowledge and understanding of how governments use placemaking.

The answer should include accurate place-specific detail.

Amount of place-specific detail determines credit within the level.

Level 2 (3–5 marks)

Demonstrates thorough knowledge and understanding of how governments use placemaking.

The answer should include some place-specific detail which is partially accurate. Amount of place-specific detail determines credit within the level.

Level 1 (1–2 marks)

Demonstrates reasonable knowledge and understanding of how governments use placemaking.

There is an attempt to include place-specific detail but it is inaccurate.

### **Indicative content**

Answer will depend on choice of place(s). Government may be local, regional or national.

The concept of placemaking can be described in more than one way. One description from The Project for Public Spaces organisation defines it as 'placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share,

Placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value.'

## AO1 – 8 marks

Knowledge and understanding of placemaking and how governments use it could potentially include:

How governments use placemaking to attract inward investment for example:

- reinventing a place e.g. Dubai has reinvented itself from a small fishing village to a hub city with many global brands locating there. Dubai is now a regional hub in several areas of planning e.g. three decades ago Jebel Ali became the Middle East's first big "free zone" (a place where foreign firms can operate, unusually, without a local partner and with less red tape and lower taxes than in the rest of the emirate). Now it is the world's largest, and Dubai has 22 such zones in total, most based around particular industries. The number of companies in it grew by 14% in 2013 and 18% in 2014, to reach 1,225. More growth is expected, with \$1 billion worth of new development planned
- land-use zoning
- creating infrastructure e.g. in Cambridge the creation of a specific 'Science Park' as a zone that has attracted many high tech companies, including Astra Zenica which was originally founded in Sweden specific policies e.g. Birmingham now offers direct flights to India and China and this has supported foreign direct investment growth which increased by more than 50% against a national increase of just 11% in 2013. This has created an additional 4,000 local jobs and is worth an estimated £174 million to the local economy per year.

## AO2 – 8 marks

Application of knowledge and understanding to analyse and evaluate whether placemaking is only used by governments to attract inward investment could potentially include:

- why governments use placemaking for reasons other than attracting inward investment e.g. to improve the environmental quality of the area for local residents, to reduce crime rates, to increase social cohesion
- the concept of placemaking, for example that placemaking itself has people at the heart of it and so placemaking purely for economic gain is not possible as placemaking is about how the environment and society would benefit too.
- strategic placemaking for example that it exists to target certain things, achieving a particular goal in addition to creating quality places. It aims to create places that are uniquely attractive to talented workers so that they want to be there and live there, by so doing, they create the circumstances for substantial job creation and income growth by attracting businesses that are looking for concentrations of talented workers.
- the level of agreement with the statement that governments only use placemaking to attract inward investment
- whether inward investment is the most important reason why places rebrand, if not why not and what is more important? e.g. environmental, social and / or political reasons
- the role and range of players in the place making process for example community groups, governments and TNCs.