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Examiners' Report
January 2012

GCE Geography 6GE02 01

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Introduction

Once again, this paper proved generally accessible to candidates across the ability range. The additional 15 minutes continues to have a marked influence both in terms of the quality of responses (more thinking time) and a reduction in the number of non-completed scripts. There remains a proportion of candidates who still write more than the space provided within the answer booklet. For many this is a precarious tactic, leaving them short on time to complete the rest of the paper. Once again, candidates should be reminded not to write 'more of the same', but always to be concise and succinct wherever possible and, of course, to focus on the question set.

As in previous series Question 2 ('Coasts') and Question 4 ('Rebranding') were by far the most popular and Question 3 ('Unequal Spaces') the least.

Performance was mixed but with very few examples of candidates committing rubric offences, e.g. two questions from either Q1+Q2, or using the wrong resource to answer a question. Again, there were some outstanding results at the top end and centres and their candidates are to be congratulated.

It is still pleasing to note that one area of continued improvement is the quality of responses associated with the 15 mark fieldwork and research questions. Centres seem to be gaining a better understanding of the demands of this part of the exam. It was evident that many schools are using past papers, mark schemes and other assessment-focused resources to help prepare candidates. Many centres are using the specification as a way of signposting their way through the fieldwork, being more careful to match what they do with what should be done. Many students are also recognising more fully the role of 'research', with some candidates explaining how it is a necessary pre-cursor (e.g. to 'profile' an area) before embarking on the actual fieldwork itself. However, there was some evidence in this series of candidates writing what appeared to be pre-rehearsed responses, which in many instances were not specifically answering the question set. Candidates must be able to respond clearly and carefully to the fieldwork and research question set, and not drift off at a tangent which is only of limited relevance (just because they had been out there and done that piece of fieldwork).

The fieldwork and research questions are an opportunity for candidates to showcase appropriate fieldwork and research that they have carried out or discussed. It is pleasing to see the range of techniques attempted and the sources consulted in this work. Many candidates have an absolute armoury of fieldwork options and research resources at their disposal. As in previous series, the very best responses were able to describe accurately the group or individual fieldwork they had done linked to real locations. Weaker candidates became lost in case study information not focusing on the sources from which this data had come. Lists of fieldwork techniques can only gain a limited amount of marks and it is the use of these techniques in an investigation that the questions often require.

Unfortunately some candidates again seemed to be caught-out by questions which asked them about post-fieldwork, i.e. results and conclusions. Remember that questions may not always focus solely on the planning and execution of fieldwork and research, but could also be focused on:

(i) a description of the methods used to present and analyse the data and; (ii) a

description of the results, conclusions and how the work was evaluated.

As stated in previous reports, the part (a) questions are always about responding to the resources which have been provided. Rehearsing how to respond to photographs, data and maps is a really important skill to encourage prior to taking the exam (e.g. by using these resources as starters at the beginning of lessons), allowing candidates to deal with patterns, trends and anomalies. It is also very important that students establish whether the task is one of description or explanation, or both (e.g. a "comment on" type question). It is certainly not a place to deliver detailed or wide-ranging case studies. Some candidates were restricted to L1 in the part (a) of some questions as they completely disregarded the resource.

The final group of exam questions are those in which candidates are encouraged to use a range of examples or case study information to support their responses. These often yield the weakest responses as they are written with only limited depth of knowledge and / or range of detail. Choosing the most appropriate case study or examples is very important and can in itself lead to success or failure. There are sometimes options in terms of MDC or LDC, rural or urban, economic, social and environmental. These questions often ask for examples which can mean types, schemes or named places. Often key words occur in these questions such as (in this case) *strategies, spectrum*, *marginalised*, and *catalyst.* Such technical terms are important and will, almost always, come directly from the specification.

Question 1 (a)

Some mixed performance here. As with all the data-response style questions candidates need to look to provide an overview. Some candidates only discussed one of the tables in the resource. The best answers recognised that sometimes patterns and change over time were more complex than perhaps initially thought. They also used their own knowledge and understanding to make sense of what was being offered to them.

EXTREME WEATHER

If you choose to answer Question 1, put a cross in the box ☒ .

1 Study Figure 1.

(a) Comment on the differences in the economic impacts shown.

(10)

From the years 2002 to 2008, property damage is ~~what~~ is the biggest loss by tornadoes. and flooding.

In the year 2002, property damage ~~for~~ by tornadoes ~~is~~ was $800 million. whereas crop damage cost only $1 million. In 2008, the property damage has risen dramatically, more than doubled, to $1760 million. ~~Th~~ Here, the crop damage has increased by 20 times to $20 million. This could be due to the increase global as well as American population; more houses have to be built for ~~the~~ all the people and more crops have to be grown to feed them. However, still the cost for property damage is much higher than that for crop damage by tornadoes.

In 2002, the crop damage by flooding ~~is~~ was $82 million and property damage was $650 million. ~~By~~ By flooding too the cost for property damage is much higher than the cost for crop damage.

~~This could be due to the reason that crops are gro~~ Crops are grown near rivers so that the crops get a good water supply. Rivers may flood, due to torrential rains, etc. This could be the reason that crop damage by flooding has cost more in the years from 2002 - 2008. Due to where the crops are grown, they are more at risk from flooding and costs of damage.

In 2008, the cost of property damage has increased massively to $3380 million and crop damage has also increased hugely, to $2177. Again, this could be due to the increasing population in the world. People are forced to live near risky areas, which could be due to forced ~~or not~~ reasons. They are forced to live near disaster-prone areas because they simply have nowhere else to go, thus increasing property damage.

The sharp rises in costs of property and crop damage are due to the increase of the global population and rising costs. There are more people living and more mouths to feed, increasing risks and costs.

ResultsPlus
Examiner Comments

An example of a high quality response which thoughtfully used data from both tables. Top of L3.

ResultsPlus
Examiner Tip

"Comment on" is wanting a candidate to partially describe selected elements in the data / resource and to then offer some possible explanations.

Question 1 (b)

Most students are now managing to discuss both research and fieldwork although too many are failing to tailor these methods and sources to the specific question asked.

Don't write generally about looking into floods. Students need more specific reference to risks of flooding and, for top band marks, the idea that change has increased risk, e.g. building on the flood plain - evidence from historic maps, or diverting the river, building close to the river channel itself. Weather diaries would not really be appropriate for this response unless they were carried out for a season or longer to compare rainfall with longer term averages.

(b) Describe the **results** and **conclusions** of your fieldwork and research into the increased risk of flooding.

(15)

Chosen stream / river catchment Boscastle.

I conducted fieldwork in July 2012 in the North Cornwall Village of Boscastle to investigate flood risk in the town following the extreme flash-flooding event which occured there on the 16th August 2004. In order to investigate the flood risk in the area, I had to carry out a number of techniques firstly to gain an understanding of the river (the Valency) and the main tributary (the Jordan) by measuring velocity, index of friction, cross section of the channel etc, as well as an understanding of the catchment area, eg: land-use, properties at risk and management strategies employed to ~~prevent the~~ modify the loss of a future event.

From my preliminary research, which included a virtual site visit on Google Earth Street View and researching websites like the environment agency to assess flood risk, I concluded that the main risk of flooding in the town is due to the topography of the land - rises 300m, and the small catchment area - only 21km^2.

Whilst visiting the site and conducting primary fieldwork, I measured a cross section of the Valency river and used this information to calculate hydraulic radius and wetted perimeter, I also measured the soil type and depth, finding it mainly to be clay / loam and of a short depth of 2.5 - 4.5cm. From these measurements, repeated as well as looking at a computer graphics simulation of the flood, I could conclude that risk of flooding is increased by low efficiency of the channel

and a low hydraulic radius, meaning that the catchment area is more "flashy". Looking at the results of a hydrograph from the August 2004 event also confirmed this as the "lag-time" was found to be incredibly short.

My fieldwork also involved extensive interviews with local residents to assess their perceived flood risk and what impacts the flooding has had on them. Results indicated that many people, particularly in Dunn Street + Gunpool lane, were badly effected by the flooding and had astonishing photographic evidence of this. However, talks with an environment agency representative about new management strategies in the town alerted me to why perceived flood risk seems to have declined.

This lead to further primary research where I conducted a SWOT, bipolar and impact assessment analysis of flood management strategies within the town and researched in newspaper archives how the defences failed against later flooding in June 2007. From this I concluded that the new relief culverts in Gunpool lane, sediment grill in Gunpool Lane and widening of the lower valley to increase river efficiency had all been moderately effective in preventing a repeat of August 2004 and hence decreasing flood risk.

In conclusion, my research into flood risk in the town of Barcastle indicated how it is mainly physical factors, ie: topography of the land, small catchment area etc. that increase risk of flooding, whereas human factors such as hard-engineering of defences + flood-plain zoning have actually helped to reduce flood risk in the town.

ResultsPlus
Examiner Comments

A full and clear response which uses a good range of fieldwork and research linked to a place. There is a good depth of detail provided (e.g. hydraulic radius, wetted perimeter etc). Results and conclusions are well incorporated within the reponse. Top of L4.

ResultsPlus
Examiner Tip

Note the focus for the question is increasing risk of flooding...which this candidate makes reference to on several occasions.

Question 1 (c)

This section was generally successfully completed, with some excellent responses on drought in Australia for instance. Hurricanes and flooding were equally popular. Flooding was focused on prevention, hurricanes tended to be based around preparation and drought revealed good knowledge of preparedness. Candidates who put in the work, and centres who had prepared well for this focus, tended to be well rewarded. Weaker answers settled for the 'all I know' type approach, or drifted into too many small and bitty case studies which were generalised.

(c) Using examples, examine the different approaches that can be used to reduce the impacts of **one** type of extreme weather event.

(10)

Type of event Drought

Australia suffers from droughts and so has many different systems put in place to help reduce the impact. Such as education - educating people to use less water. ~~and~~ This is in the form of the 'water smart' scheme being introduced. This aims to teach people how to be less wasteful and save water, thereby reducing the impact when there is drought. People are being encouraged to recycle water as currently only about 4% get recycled. A scheme has been put in place to help raise this to 40% by 2020.

Another approach being used is encouraging use of water tanks which could save up to 75% more water than if households ~~could~~ didn't use them. Currently, Adelaide is the most water saving part of Australia. Another approach is to monitor water consumption and use by ~~the~~ households. This is done by using a 'live by live' monitoring system for each household, which encourages people to use less water, thereby making places better prepared to cope with and reduce the impacts of drought. Also, gene therapy ~~and~~ for salt resistant crops is being used and constantly improved and GIS mapping can be used to determine areas expected to encounter drought, so provision can be made in these areas reducing the impact.

Somalia & the Sahel is another drought suffering area.

They use an approach to reduce impact of droughts by using berkhads which are large swimming pool-type tanks which store water. They are made out of concrete as the area is generally very poor and concrete is a relatively cheap material for them to use. They have a covered roof to prevent evaporation, thereby preserving water for times of drought and reducing drought impact. They also use 'bunds'. Bunds are mounds of earth built to reduce soil erosion and washing away of valuable minerals in the ground needed for crops to grow. Having these in place means that when they do get some rare rainfall they can channel it and store it in the berkhads, whilst at the same time maintaining their valuable soil for crops. Thereby reducing the impact of when there is a drought

ResultsPlus
Examiner Comments

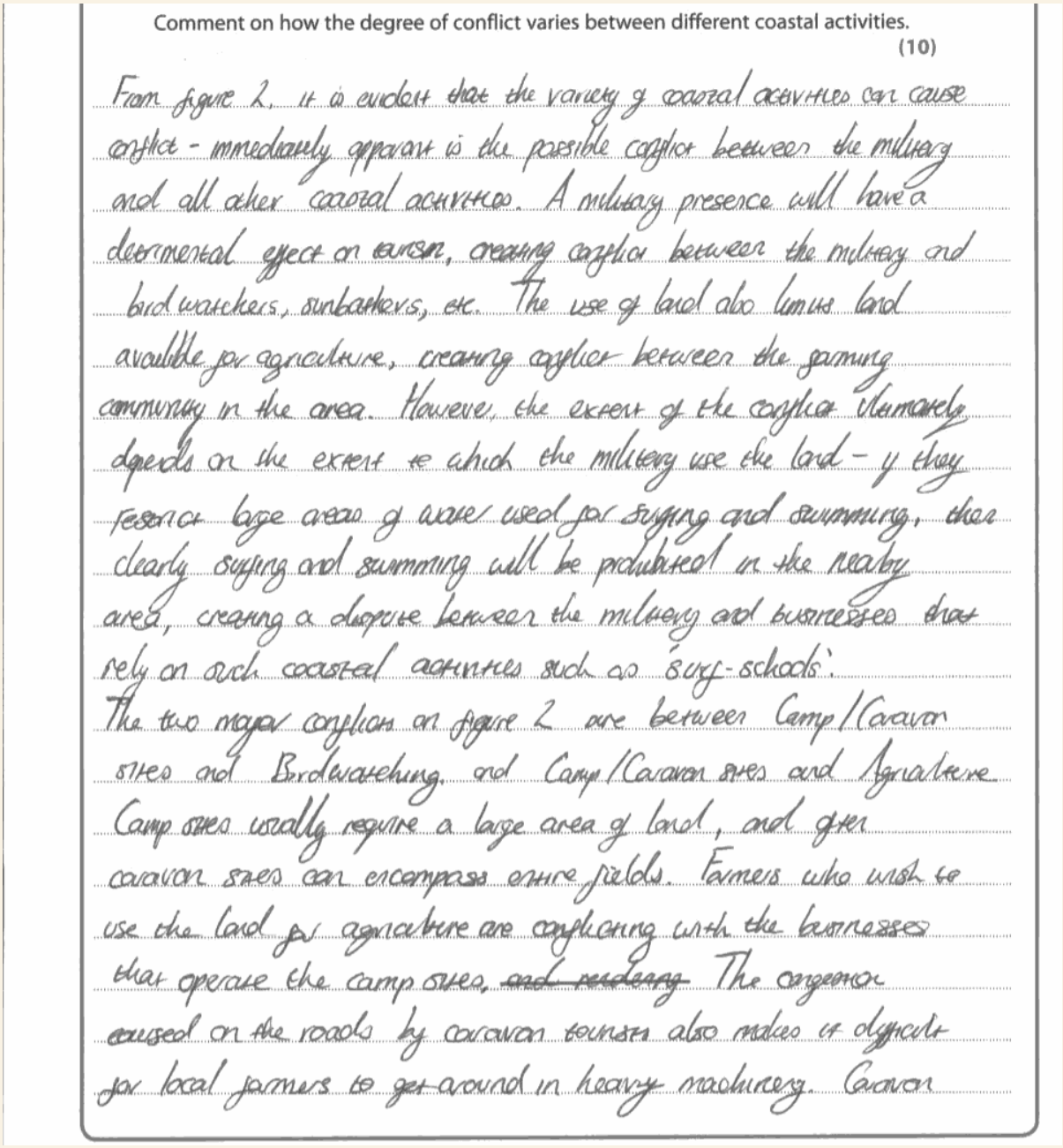
This top band response has a well selected range of case studies showing depth and detail, well linked to the demands of the question. There are some good levels of knowledge and understanding coming through.

ResultsPlus
Examiner Tip

"Using examples" can refer to places or approaches. More than one place is normally a good route to follow in this instance - say perhaps 2-3.

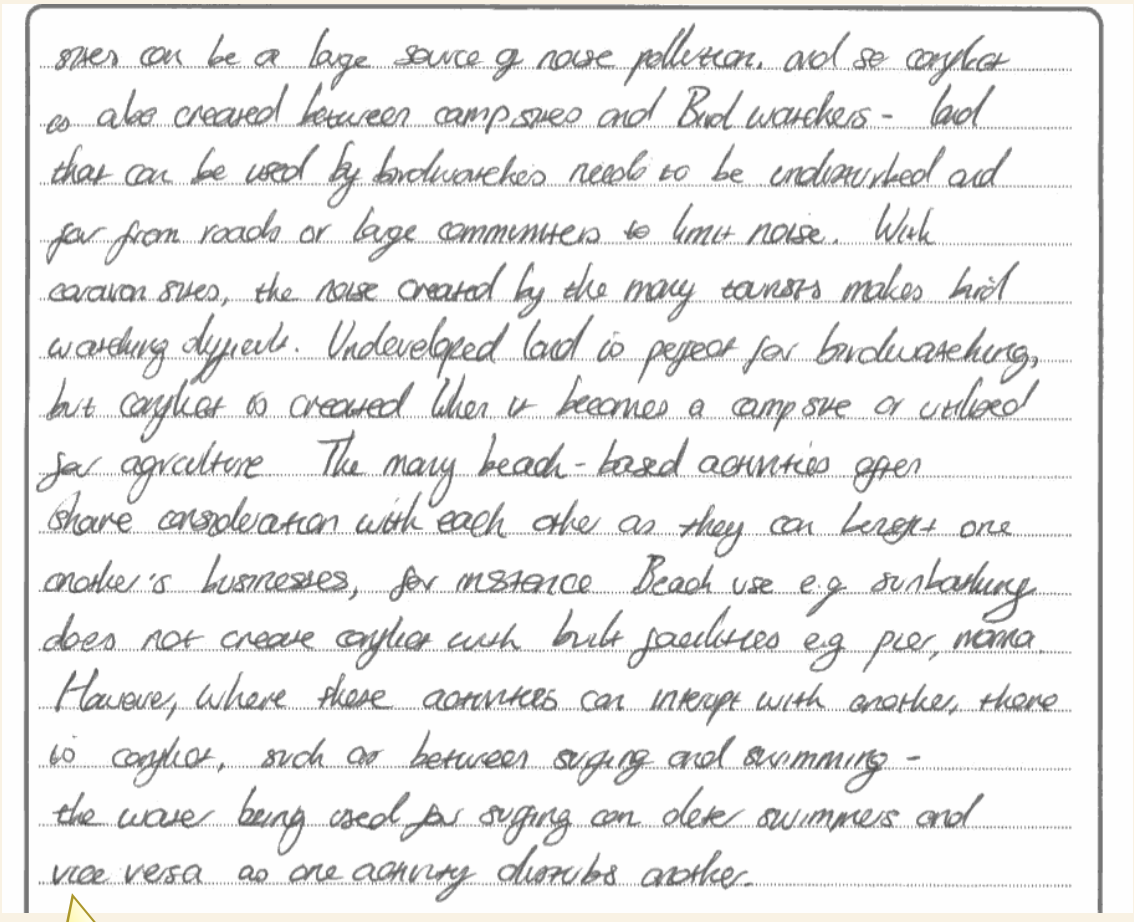
Question 2 (a)

Basic responses did little more than list a selection of conflicts without addressing the varying *degrees of conflict*. Many went into great detail explaining why certain activities are bound to conflict. Those who were able to identify a pattern in the three colours used and so bring out the levels of conflict, were able to score more highly. Top marks went to those who suggested why there were these degrees of conflict or gave examples of locations they knew.



Comment on how the degree of conflict varies between different coastal activities.
(10)

From figure 2, it is evident that the variety of coastal activities can cause conflict - immediately apparent is the possible conflict between the military and all other coastal activities. A military presence will have a detrimental effect on tourism, creating conflict between the military and bird watchers, sunbathers, etc. The use of land also limits land available for agriculture, creating conflict between the farming community in the area. However, the extent of the conflict ultimately depends on the extent to which the military use the land - if they reserve large areas of water used for surfing and swimming, then clearly surfing and swimming will be prohibited in the nearby area, creating a dispute between the military and businesses that rely on such coastal activities such as 'surf-schools'.
The two major conflicts on figure 2 are between Camp/Caravan sites and Birdwatching, and Camp/Caravan sites and Agriculture. Camp sites usually require a large area of land, and often caravan sites can encompass entire fields. Farmers who wish to use the land for agriculture are conflicting with the businesses that operate the camp sites, ~~and rendering~~ The congestion caused on the roads by caravan tourists also makes it difficult for local farmers to get around in heavy machinery. Caravan


sites can be a large source of noise pollution, and so conflict is also created between campsites and Bird watchers - land that can be used by birdwatchers needs to be undisturbed and far from roads or large communities to limit noise. With caravan sites, the noise created by the many tourists makes bird watching difficult. Undeveloped land is perfect for birdwatching, but conflict is created when it becomes a campsite or utilised for agriculture. The many beach-based activities often share consideration with each other as they can benefit one another's businesses, for instance Beach use e.g. sunbathing does not create conflict with built facilities e.g. pier, rama. However, where these activities can interact with another, there is conflict, such as between surfing and swimming - the wave being used for surfing can deter swimmers and vice versa as one activity disturbs another.

ResultsPlus
Examiner Comments

A top of L3 response which draws on a range of ideas successfully. A good depth of detail.

ResultsPlus
Examiner Tip

The discriminator in this question is degree of conflict, i.e. how some activities are more or less in terms of their impact with each other. Candidates need to tackle that aspect to get into the top band.

Question 2 (b)

Disappointingly many candidates thought *coastal development* referred to building defences rather than economic and social changes over time (which includes built infrastructure). There was a good deal of what seemed to be case study knowledge used here, but many successfully adapted this to be research into historical development in traditional resorts, e.g. Scarborough, Bournemouth and Blackpool. Recent developments, as in Boscombe or Sitges, were also discussed. Techniques here included land use mapping/ GIS, questionnaires/interviews and research using Goad maps, internet sources and census data. The secret of success was a focus on results and conclusions. A disappointing number of candidates failed to refer to any results. Fieldwork was nearly always the stronger contributor to an answer.

Weaker candidates included fieldwork which lacked rigour e.g. 'our people survey', ' I talked to people'; also there were problems with fieldwork that was not relevant to development, e.g. too much on coastal defences / sand dune biodiversity / approaches or a focus on tourism that was not linked in anyway to development, vague litter surveys etc.

(b) Describe the **results** and **conclusions** of your fieldwork and research into coastal development.

(15)

Chosen coastal area(s) Boscombe.

Boscombe is on the South coast of England in Dorset, to the East of the main town of the area, Bournemouth. In recent decades, the area has been heavily developed, taking advantage of it's position on the coast. I chose to perform fieldwork and research here, to develop an understanding of how it has developed and why.

Whilst performing fieldwork here, we carried out a land use survey, by producing a map displaying common land use. By doing this, the most noticeable result was the change in use from shoreline to town centre. Nearer to the beach, recreational use, such as surfing centres, and restaurants were commonplace, whereas towards the centre, more and more disused building became apparent. This showed the development of Boscombe has focused primarily on tourist attractions, leading to it's growth, and less on retail.

An bi-polar environmental survey, by following three ~~transects~~ transect lines at regular intervals, was also performed. This was to discover whether the coastal development was sustainable and the cleanliness of the area is being sustained. The results suggested nearer to the coastline and in the gardens, development is not only successful, but little damage to the environment had been made. In the centre, mostly poor results showed through, showing a clear contrast in quality. This displays how Boscombe's primary focus is on developing and maintaining the beach front.

Pedestrian county, performed through stratified sampling to gain an unbiased representation of which areas are busiest, showed similar results. This

showed that the coastal parts are busier, with almost 40% more people being counted there, than in the town.

Research performed included overlaying GIS maps of Bascombe from now and 40 years ago. The results of this demonstrated a huge amount of development and growth occuring near the seafront, much of which included things such as luxury flats and high class restaurants. By visiting www.bournemouthecho.co.uk, old headlines were discovered which spoke of the sea wall being built. By finding old images of Google images again what was shown was the large difference in beach front appearance and the little change in the main town itself, apart from it seeming less busy today.

Conclusions drawn from my research were mainly that there town of Bascombe has indeed grown, with the population doubling in the last few decades (found at www.ons.co.uk for census data). However, linking this with fieldwork, there is a blatant sprawl and expansion of the seafront area.

ResultsPlus

Examiner Comments

A sound summary of fieldwork and research into coastal development. Good range and good technical detail. An example of a L4 response.

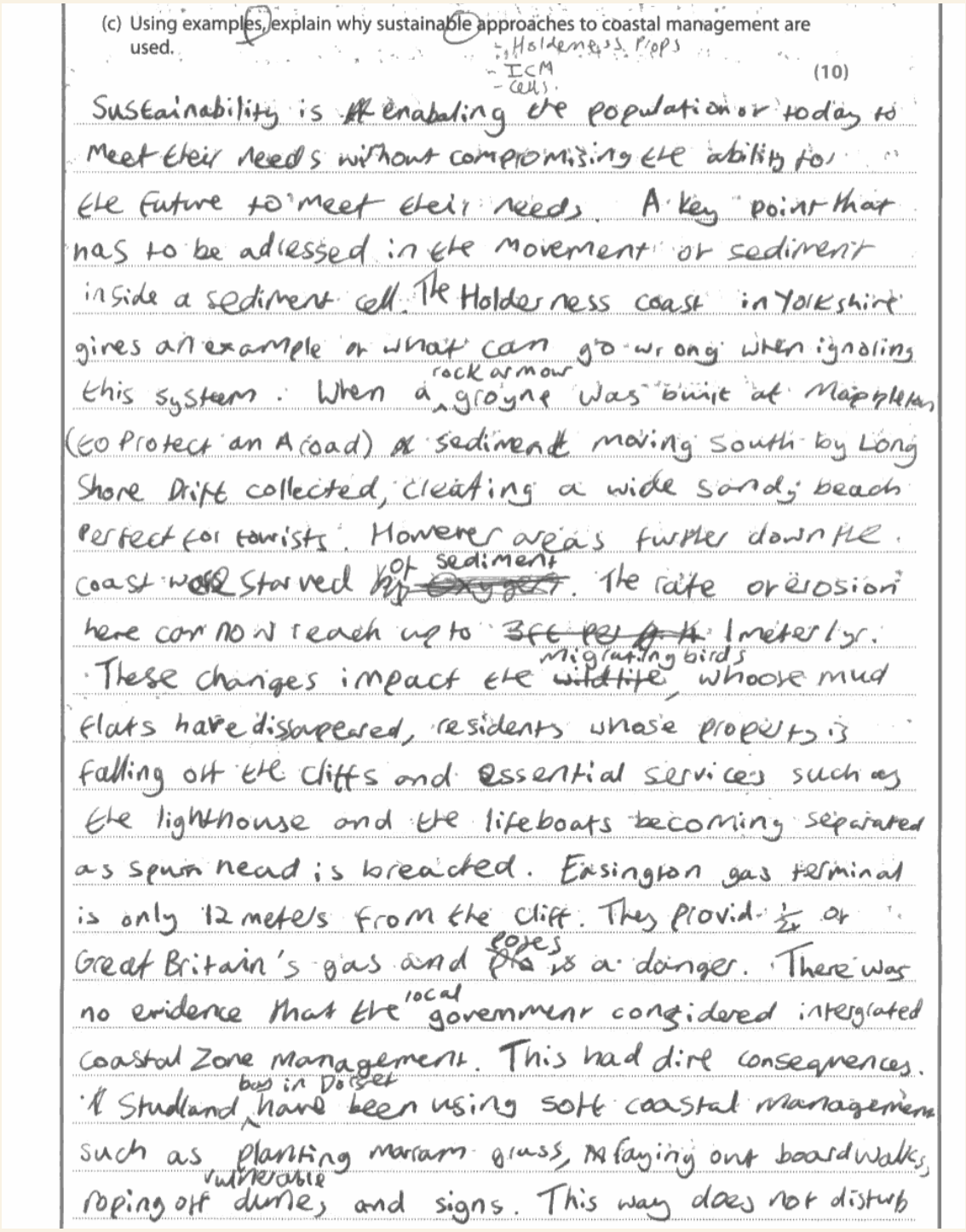
ResultsPlus

Examiner Tip

Depth of detail in terms of the fieldwork and research is always well rewarded, as long as it is provided in the context of the question, i.e. coastal development and results and conclusions.

Question 2 (c)

This question showed a good knowledge of coastal management from most candidates. They were clearly prepared for a similar question and had studied appropriate examples. Level 1 tended to include those who simply wrote all they knew or who did not understand sustainable coastal defence. In Level 2 this was understood but answers lacked focus or had examples which were not well chosen. Most able candidates explained the merits of sustainable defence and used more than one strategy or example. Many referred to case studies as if they had visited them. It should be pointed out that the concept of *sustainable coastal defence* is not fully understood by many and needs clearer discussion/analysis in the classroom. Too often candidates assume that so called long-term strategies are sustainable rather than those which work alongside natural systems. However there was good use made of examples of integrated coastal management schemes, realignment (Essex) and dune support (Ainsdale).

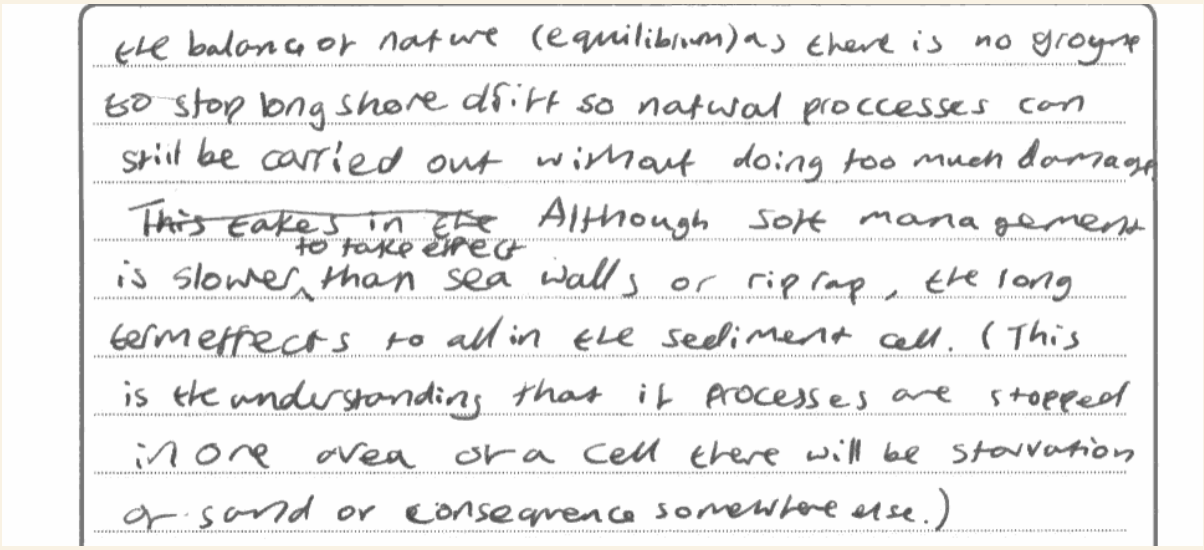


(c) Using examples, explain why sustainable approaches to coastal management are used.

- Holderness Props
- ICM
- Cells.

(10)

Sustainability is ~~A~~ enabaling the population or today to meet their needs without compromising the ability for the future to meet their needs. A key point that has to be adressed in the movement of sediment inside a sediment cell. The Holderness coast in Yorkshire gives an example of what can go wrong when ignoring this system. When a rock armour groyne was built at Mappleton (to protect an A road) ~~a~~ sediment moving south by Long Shore Drift collected, creating a wide sandy beach perfect for tourists. However areas further down the coast were starved of sediment ~~by oxygen~~. The rate of erosion here can now reach up to ~~3ft per a.h.~~ 1 meter/yr. These changes impact the ~~wildlife~~ migrating birds, whoose mud flats have dissapeared, residents whose property is falling off the cliffs and essential services such as the lighthouse and the lifeboats becoming separated as spurn head is breacted. Easington gas terminal is only 12 meters from the cliff. They provid ½ of Great Britain's gas and poses ~~pro~~ a danger. There was no evidence that the local government considered intergrated coastal Zone management. This had dire consequences. ~~A~~ Studland bay in Dorset have been using soft coastal management such as planting marram grass, ~~M~~ laying out boardwalks, roping off vulnerable dunes and signs. This way does not disturb


the balance of nature (equilibrium) as there is no groyne to stop long shore drift so natural processes can still be carried out without doing too much damage. This takes in the to take effect Although soft management is slower than sea walls or rip rap, the long term effects to all in the sediment cell. (This is the understanding that if processes are stopped in one area or a cell there will be starvation or sand or consequence somewhere else.)

ResultsPlus
Examiner Comments

Good, exemplified understanding of hard defences and their problems (which is linked to the idea of needing / using sustainable defences). Specific examples and locations. Depth of detail. Defines sustainable concept too. Thoughtful in places and sophisticated, e.g. last sentance. Provides a clear explanation. Top of L3.

ResultsPlus
Examiner Tip

Sustainable defences use natural systems / ecosystems and may be working in the context of an integrated management plan along a large stretch of coast.

Question 3 (a)

Simple "lift-offs" from Figure 3 scored low marks and did not appreciate the characteristic of the two differing locations within the city. Good terminology was used by the candidates who scored high marks and these candidates were able to talk confidently about social inequality, racial tension, levels of unrest and social exclusion etc. The data in this question was well used by a majority of candidates.

(a) Comment on the degree of social inequalities shown for the **two** districts in Chicago.

(10)

The two districts of Clearing and Englewood show signs of inequality.
Clearing, in the outer suburb appears to be a much less deprived area than Englewood.
In Clearing only 0.6% of the population are african American, as opposed to Englewood's 97.8%. This shows an extreme difference between racial and socid groups here.
Clearing's population below poverty threshold stands at 6.9% - in Englewood it is 43.8%. This shows a big inequality in deprivation and standard of living between these two districts.
The median household income indicates, as expected, that Clearing has a figure more than double that of Englewood; again a harsh divide.
Murders and Robberies per year are much higher in Englewood, however the are misleading as they are not 'per 1000' figures.
With a population twice that of Clearing

these figures will no doubt be higher. However, even when calculdted per 1000 people, the statistics still show much higher rates in Englewood, indicating that the population are much more in danger in Englewood.
From Figure 3 it is clear to see that Englewood is a district that is very inequal to Clearing. In all indicators; social, economic and crime, for example, clearing much exceeds it's peer. However, the Figure does not indicate leveles of unemployment, education or health. Despite already having a good overview of the areas, such additional figures would enable a thorough assessment of the inequality between the areas.

ResultsPlus
Examiner Comments

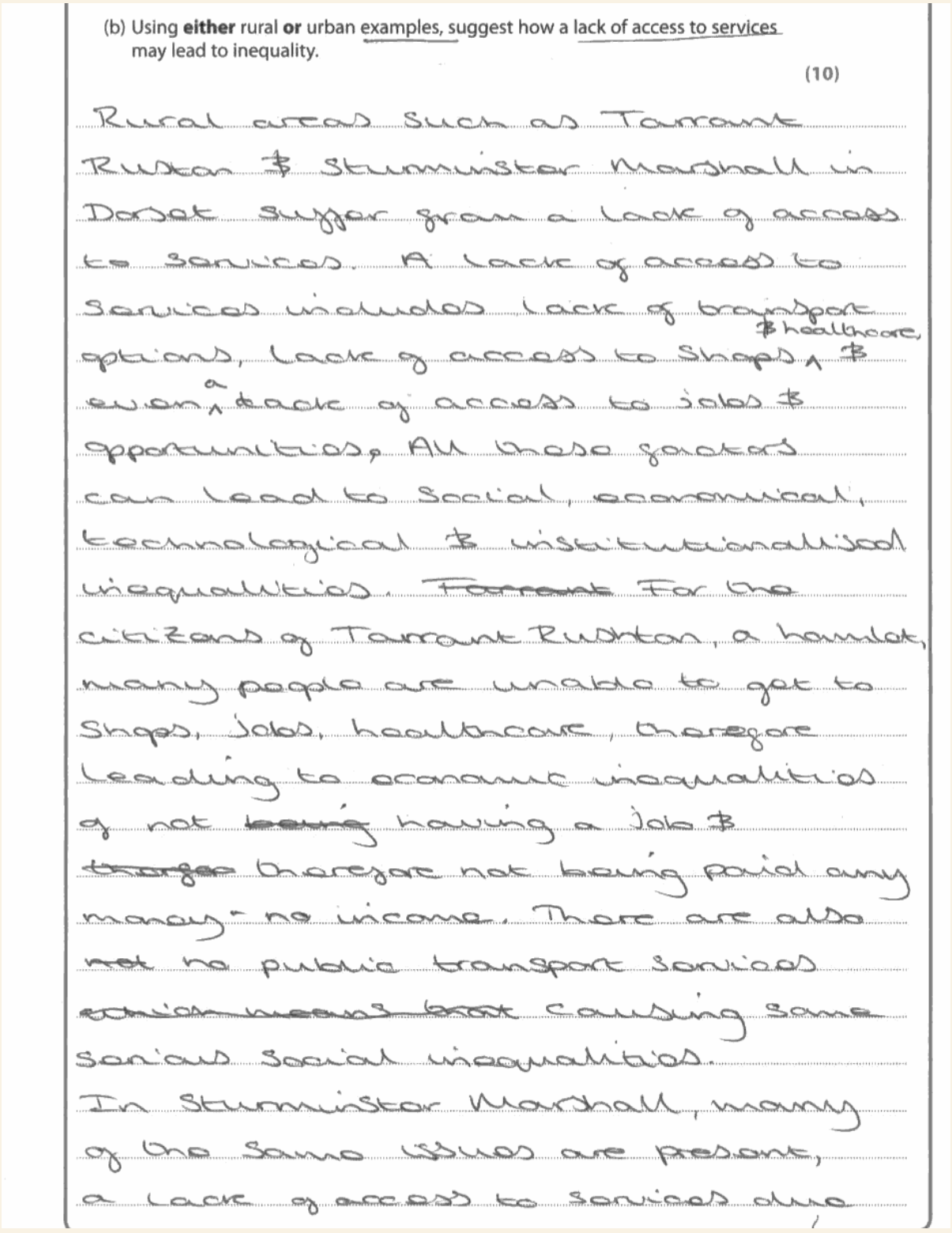
A very well reasoned and well considered answer. Clever use of data - explores weakness. The candidate discusses a good range of ideas.

ResultsPlus
Examiner Tip

Practice in using these kinds of resources is an important way of getting students used to handling maps etc under the time pressure of an exam.

Question 3 (b)

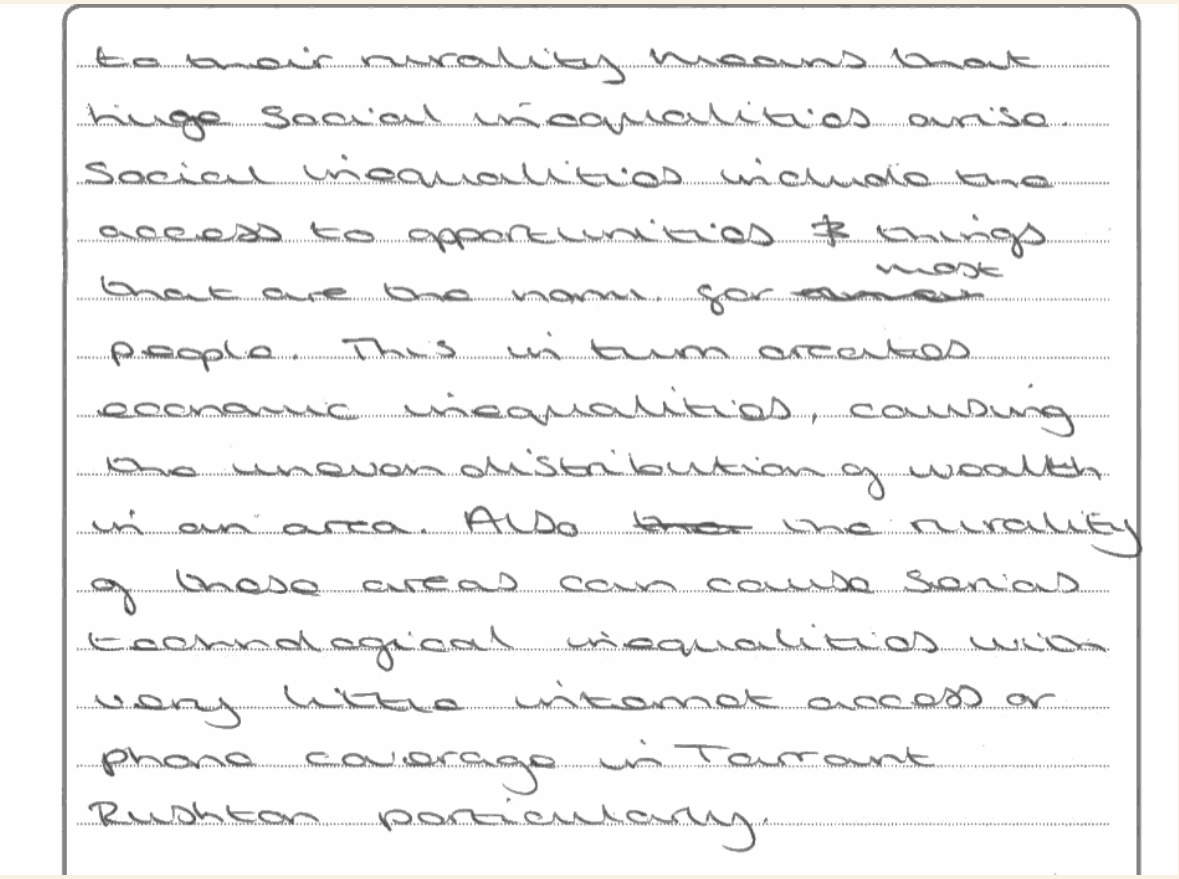
This is a question straight from the specification with candidates referring to urban, rural and LEDC locations. There was a good understanding of inequality issues. Some of the better answers were directed at rural villages or counties and examples used were well known and well used. Cornwall was especially prominent.



(b) Using **either** rural **or** urban examples, suggest how a lack of access to services may lead to inequality.

(10)

Rural areas such as Tarrant Rushton & Sturminster Marshall in Dorset suffer from a lack of access to services. A lack of access to services includes lack of transport options, lack of access to shops, & healthcare, even a lack of access to jobs & opportunities. All these factors can lead to social, economical, technological & institutionalised inequalities. ~~Tarrant~~ For the citizens of Tarrant Rushton, a hamlet, many people are unable to get to shops, jobs, healthcare, therefore leading to economic inequalities of not ~~being~~ having a job & ~~therefore~~ therefore not being paid any money - no income. There are also ~~not~~ no public transport services ~~which means that~~ causing some serious social inequalities. In Sturminster Marshall, many of the same issues are present, a lack of access to services due


to their rurality means that huge social inequalities arise. Social inequalities include the access to opportunities & things that are the norm for most people. This in turn affects economic inequalities, causing the uneven distribution of wealth in an area. Also the rurality of these areas can cause social technological inequalities with very little internet access or phone coverage in Tarrant Rushton particularly.

ResultsPlus
Examiner Comments

A top L3 response showing a good depth of knowledge - linking together examples, services and then inequality. Weaker responses omitted lack of access to services and just wrote about inequality in general.

ResultsPlus
Examiner Tip

Two or three well selected examples (even from the same locality), should be supported with factual knowledge.

Question 3 (c)

All candidates seemed to have undertaken some fieldwork to look at the success of rebranding schemes (or schemes to reduce inequality), but a limited range of fieldwork and research methods meant low scores, especially if little was said about the specific location used. All too often there was fieldwork with no context, seemingly no purpose or link to schemes; alternatively there was focus on fieldwork looking at reasons for inequality / spatial pattern of inequality, rather than an assessment of measures put in place to reduce inequality in an area. As in previous series, place specific detail, especially named schemes, was an important part of forming a coherent answer.

Better responses had detail and the degree of success of the schemes was examined. A good few of the answers read as case studies and scored relatively low marks. There were some excellent examples of candidates' work however, showing that in-depth studies had been carried out both in terms of research and fieldwork (Birmingham city centre, Stratford and rural Cornwall).

(c) For **either** an urban **or** a rural area, describe the fieldwork and research you undertook to examine the success of schemes to reduce inequality.

(15)

Chosen area Stonehouse in Plymouth.

Having undertaken research and looking at geo-demographic data we found out that Stonehouse had suffered from economic, environmental and social inequalities. We looked at old newspaper articles and saw that the "Adelaide Home Park Zone Project" had been implemented and saw from websites such as www.spatial-literacy.co.uk that unemployment was and crime levels were high in the area. Therefore between 1990 and 2000 they regenerated the area

The fieldwork included conducting an environmental quality index. We would give a score, ranging from +3, being environmentally friendly and -3 which is bad for the environment and looked at factors such as congestion of cars and amount of litter. With the use of stratified sampling I chose the most densely populated area along with the least densely populated area. This method would show any environmental inequalities that might exist.

I undertook surveys and questionnaires of local people asking them if they think the area has changed, for better or for worse. This method would prove whether the local people thought the Adelaide Project was a success or not.

ResultsPlus

Examiner Comments

An extract from a L4 response (but not maximum), which has a clear scheme linked, e.g. Stonehouse. Success is also covered.

Question 4 (a)

Disappointingly a large number of candidates did not use Figure 4 except to launch into a case study of changes triggered by the London Olympics. Responses that did refer specifically to the photographs scored at Level 2 while those who identified/named actual groups who might be in conflict did well (L3). A significant number of responses included detail from other rebranding schemes and these were able to score high marks.

4 Study Figure 4.

(a) Comment on how the rebranding process sometimes creates conflicts between different groups of people.

(10)

~~The~~ figure 4 shows how conflicts can arise between different stakeholders when it comes to rebranding. Stakeholders like environmentalists may say that rebranding in the Olympics 2012 can creates lots of environmental pressures such as toxic waste being produced like in the Sydney Olympics many years back. However investors may argue that clearing and construction as shown in photos 2a & 2b can create lots of job opportunities for local people which can mean that they'll have enough money to spend in their local communities leading to a positive multiplier effect. Also, stakeholders like local authorities ~~etc~~ may say that new affordable housing may arise for local people as shown in photo 3a, and also environment will be improved with parks as proven in photo 3b.

However local people may argue that the Olympics will only cause traffic congestion leading to noise and air pollution. They can also be against the Olympics games because they may think that house prices may increase & as more affluent commuters move

into the area. Photo 1b shows a ~~food~~ local business that is obviously against the Olympics games because they might argue that it can cause local businesses to shut down due to competition, which can lead to high unemployment rates.

However, local councils may argue that the games can create a sense of economic, social and environmental sustainability because money will be coming into the community from tourists spending money which can be used to improve infrastructures like transport and schools as well as improvements in environmental qualities. In addition they may say that sports will be a good catalyst for economic growth.

ResultsPlus
Examiner Comments

A clear L3 response. Perhaps a little more explicit use of the resource may have generated 1 or 2 more marks.

ResultsPlus
Examiner Tip

Candidates must always make a clear and meaningful reference to the resource provided. It cannot simply be ignored. This is the case for all part (a) questions.

Question 4 (b)

Many candidates seemed well prepared for this question. Boscombe, Eden Project, Sydney Olympics were all identified as catalysts that have led to sustainable outcomes. More able candidates were able to evaluate the success of schemes and the wider issue of 'sustainability'.

Just using one place only would restrict marks to the top of L2. Unfortunately, sometimes there was only a tenuous link to sustainability so candidates need to select locations with some care - and not to use just what they can remember.

On a very small scale an example of sustainable rebranding is a farm in Central Lake District called St. John's in the Vale. They were a failing farm with no crops but they rebranded and turned a derelict barn into a 4 bedroom holiday Cottage and another barn into a cheap camping barn for hikers. These are both booked up for 40 to 45 weeks a year.

Also he has grown rare species to become a more in demand farmer. These are rare pigs and sheep which are reared and then sold to local restaurants. Also rare trees which give seeds so more can be planted thus creating sustainability. Wood carving sessions are held to attract visitors from all around to this unique event. The most popular walk in the Lake District passes through his farm as he has built an outdoor tea room which involves little to no management.

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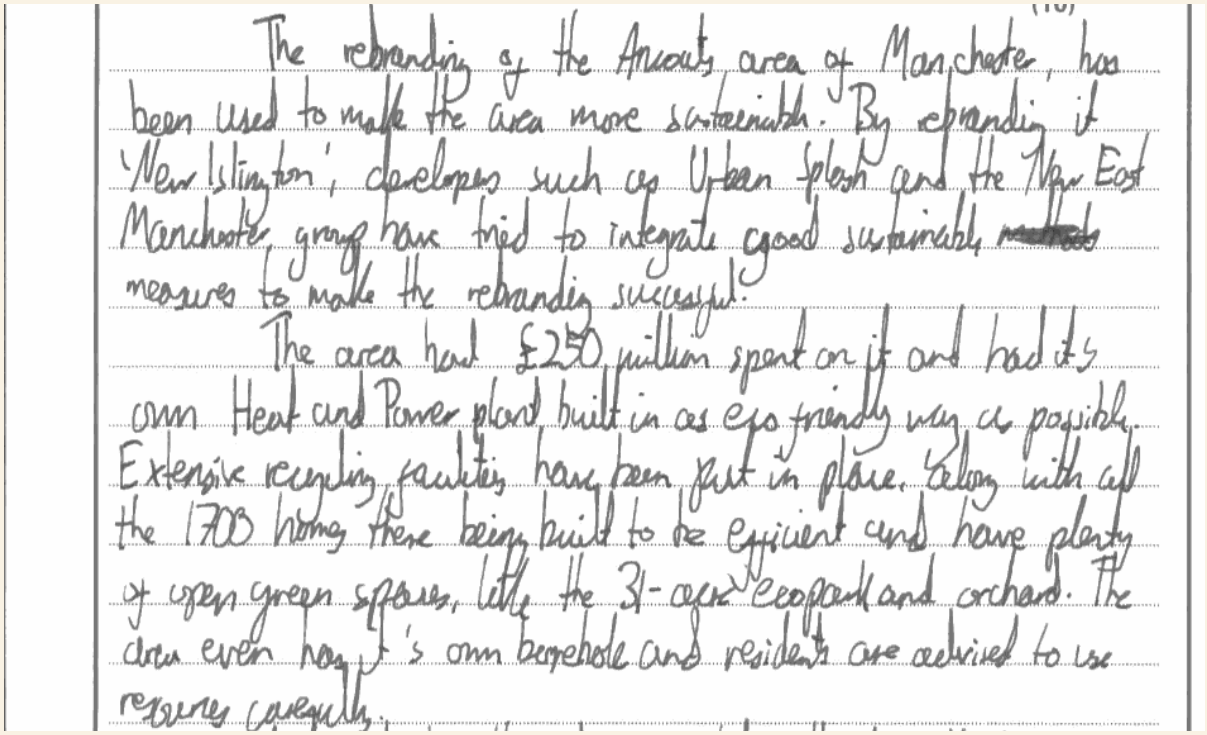
ResultsPlus
Examiner Comments

A good example taken from a L3 response. Depth of detail clear.



The rebranding of the Ancoats area of Manchester, has been used to make the area more sustainable. By rebranding it 'New Islington', developers such as Urban Splash and the New East Manchester group have tried to integrate good sustainable measures to make the rebranding successful.

The area had £250 million spent on it and had its own Heat and Power plant built in as eco friendly way as possible. Extensive recycling facilities have been put in place. Along with all the 1700 homes these being build to be efficient and have plenty of open green spaces, with the 31-acre Ecopark and orchard. The area even has it's own beehive and residents are advised to use resources carefully.

ResultsPlus
Examiner Comments

In this extract from a L3 response, the candidate has provided us with a good level of detail from their example in Manchester, including factual data. There is also a clear link to sustainability.

Question 4 (c)

Low scoring candidates were those who simply listed the relevant methods of research and fieldwork, or who described the results of rebranding with little reference to their methodology. There were some good examples but a majority of responses tended to be mostly descriptive without much place-specific detail. Some candidates chose from current large-scale rebranding schemes e.g. within Liverpool, Manchester and Glasgow, while others used Olympic and Cornish locations. Many candidates did not say where their information came from, or evaluate a scheme. Not all said it was a success, but did indicate this by noting it was getting better, noisier, busier. Overall the marks were consistently at the upper end of L3 and L4. Those who were able to describe a range of techniques and then articulate some successes in detail were likely to gain most credit.

(c) For **either** an urban **or** a rural area, describe the fieldwork and research you undertook to examine the success of rebranding schemes.

(15)

Chosen area London Docklands (Canary Wharf)

The area I had chosen to examine the success of rebranding schemes was London Docklands, in particular Canary Wharf to collect a range of qualitative and quantitative pieces of data to help evaluate the success.

A number of research techniques were used such as google maps. co.uk and old-maps.co.uk where I looked at the amount of derelict space when the docks had closed and looked at how this affected surrounding areas and I had also found a range of statistics from direct.gov.uk where census data allowed me to look at opinions of the area from the past and after Canary Wharf was regenerated. A number of photos from online also helped as I compared aerial photos of the Isle of Dogs and surrounding area to see if there were any land use changes. These had all helped in showing me how successful the rebranding that had taken place was but fieldwork techniques would give me a better idea through own observations and opinions.

A range of fieldwork techniques were used such as an EQI where I examined the environmental quality of the area and if it was scored high then I could have judged that the rebranding processes were successful to an extent. A questionnaire was also conducted as I was able to speak to people who worked in Canary Wharf on their opinions of the area which was very well built, and I had also asked some local people who have seen the rebranding take place as this would be a more reliable piece of data collection where I weighed the positives against negatives to help evaluate the success of rebranding through other peoples' opinions. A final technique I had carried out was a people count where at some

points had found a larger number of people, most of which were commuters and workers, showing employment is high and the area is attractive.

Overall, a number of primary fieldwork and secondary research techniques were used to help evaluate the success of the rebranding of the old dockland area and to conclude, the rebranding has been successful to a fairly large extent economically but failed to consider many environmental opportunities e.g. more green spaces.

ResultsPlus
Examiner Comments

This is a borderline L3/4 response. The candidate does try to link to success. Generally a good range of fieldwork. Place specific and linked to a scheme. Perhaps needs a greater range of research for a higher mark.

(c) For **either** an urban **or** a rural area, describe the fieldwork and research you undertook to examine the success of rebranding schemes.

(15)

Chosen area Plymouth

I undertook field work and research in the Devon City of Plymouth in July 2011, using a variety of techniques to assess the success of various rebranding schemes in place.

Prior to visiting the area, I conducted a preliminary site visit using the GIS technology Google Earth to determine potential sites for study. I also read David McKays "A vision for Plymouth" and studied the county councils "Area Action Plans" for different areas of the city to assess what the developers had planned the regeneration to achieve.

ResultsPlus
Examiner Comments

A really good start in this piece of work.....pre-fieldwork to establish possible sites and good research.

(c) For **either** an urban **or** a rural area, describe the fieldwork and research you undertook to examine the success of rebranding schemes.

(15)

Chosen area Eden Project, Cornwall.

The Eden Project in Cornwall was built on a brownfield site, an old quarry.

Research before the visit from secondary sources told me that, on www.edenproject.co.uk, the rebranding scheme, funded partly by objective one funding, was a rapidly growing success as it now held many events and projects including concerts by many famous musicians, local talent shows, eco car shows and photography competitions to encourage visits to the area.

Also on www.cornwall.co.uk, I found that in the first year of opening 1·9 million people visited which is double the ~~expo~~ expected number. I followed this up using a footfall survey to see if the success has continued, and I found that in 5 minutes, 55 people passed. This is a high number which shows the scheme was a success.

A questionnaire was devised to ask people where they had visited from, 84% were from outside Cornwall which shows that the scheme is still hitting its target audience. From user group surveys I found this to be mainly families with young children.

ResultsPlus
Examiner Comments

Again another clear study with good depth of detail shown in this extract. L4 piece of work.

ResultsPlus
Examiner Tip

Facts and figures from research and fieldwork add depth to a response.

Paper Summary

Please refer to previous Principal Examiners' reports for suggestions on improving candidate performance. Centres are also reminded to make full use of the Unit 2 presentations and example work that are available on the Edexcel website. Also keep an eye out for the face-to-face and online training sessions that are offered by Edexcel and other training providers.

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