Examiners' Report

June 2013

GCE Geography 6GE02 01

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Introduction

The June 2013 paper again proved generally accessible to candidates across the ability range. Candidates are now used to the limitation of time on this paper and there has continued to be a smaller number of non-completed scripts. It is also pleasing to note that more of the answers were completed in the space provided within the answer booklet and there were also more candidates who were both concise and succinct as well as having a clear focus on the question set.

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

Performance was mixed but there are now very few candidates committing rubric offences, eg two questions from Question 1 + Question 2, 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. The majority of centres/candidates 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 candidates are also recognising more fully the role of 'research', with some candidates explaining how it is a necessary pre-cursor (eg 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 – particularly in 'Unequal Spaces' when many candidates simply ignored the word 'pattern'. 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, ie 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;

(ii) a description of the results and conclusions; and,

(iii) how the methods of fieldwork and research were 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 really an important skill to encourage prior to taking the exam (eg 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 candidates establish whether

the task is one of description or explanation, or both (eg a 'comment on' type question). It is certainly not a place to deliver detailed or wide-ranging case studies. Some candidates were restricted to Level 1 marks in the part (a) of some questions, such as Question 4(a), as they completely disregarded the resource and simply explained how an urban area they had studied had rebranded itself.

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 like (in this case) *sustainable* and *players.* Such technical terms are important and almost always will come directly from the specification.

Question 1 (a)

Candidates needed to focus on how the technologies shown could reduce the impacts of floods and storms, not simply how they worked. Many candidates wrote well on the hurricane app but missed the key fact that the flood risk map was part of a GIS. This was a question that the majority of the candidates answered successfully.

This response was awarded 9 marks.

(a) Describe how the new technologies shown might be used to reduce the impacts of floods and storms.

(10)

Advanced new technology can be extremely useful in reducing the impacts of floods and storms as they are able to show the areas that are most at risk of the weather systems, so that precautions can then be taken.

A smart phone 'application' that allows you to track hurricanes would have large impacts in reducing the impacts of the storm as it would be available to many people, due to its accessibility on a phone. The tracking would show where the hurricane is headed so that people in that area can take the neccessary actions to keep themselves safe, such as underground shelter, evacuating at-risk areas and boarding up doors and windows. It also shows the severity of the storm, shown by the different colours, which would help to reduce impacts as it therefore shows how people need to respond, if it is hugely dangerous they would know to leave the area, if it is not so strong, smaller precautions could be taken. An 'app' such as this would have been useful in such devastating hurricanes

as katrina, as many people did not evacuate as they believed the hurricane was not so severe, whereas this would give them the necessary knowledge to reduce impacts such as loss of life.

The GIS flood risk map would help to hugely reduce impacts as it shows where management strategies would need to be implemented in order to reduce impacts. It would show whether or not an area at high risk would benefit from strategies such as levees or floodwalls, or if the area is not so highly at risk a flood plain may be better as it is not as expensive.

New technology is extremely useful to manage impacts, and should be used on a widespread scheme in order to reduce the impacts of floods and storms.

Question 1 (b)

Although a good discriminator, this type of question was prepared for well by many centres. Many candidates were able to discuss a good range of case studies and explain how the strategy reduced the impacts of drought. Strategies in New South Wales, Somalia and SE UK were often described and then linked to the reduction of impacts. Weaker answers either settled for a basic un-located description of a strategy or focused on drought impacts rather than drought management. Centres could improve candidates' performance by encouraging them to develop a glossary of key words from the specification as well as located case studies where these key words are highlighted.

This response was awarded 10 marks.

(b) Using examples, explain how different strategies can be used to manage the impacts of **drought**.

(10)

Strategies differ in countries depending often on the level of development. Between 2002 and 2010, Australia suffered the Big Dry which hit the Murray Darling Basin in the South West especially badly. In 2007, the drought caused a loss of 1% to the economy, a small percentage but a significant amount for the HIC. In response, the Drought Management Scheme was set up in the same year with the hopes of helping manage drought conditions.

Farmers in the basin were given $170,000 exit grants if they left their land and found a new home, with the hope that the soil would be able to replenish without grazing and agriculture. Of course this was not entirely successful because many refused to leave as it was their home. In Perth, a desalinisation plant was built which provides the city with 17% of its water and means that in future drought should not affect it as badly because sea water can be treated and used. This is expensive so not appropriate to LICs. Over 500 treatment plants in Australia now treat sewage and wastewater for use in irrigation and consumption. In Toowoomba however, 62% voted against the use of recycled water for 25% of the drinking supply as they did not like the idea of consuming recycled wastewater.

Treatment plants are also very expensive but available to Australia as a HIC.

In Somalia, strategies are different due to far less money in the economy. Birkads are large storage wells, dug out and covered by a roof of locally sourced material such as mud to reduce evaporation. This stores water as it is placed at the bottom of slopes so surface run off is caught and so in periods of drought, the stored water can be used. Bunds or magic stones are used in the dry season. Slopes are measured and at any change in gradient, a line of stones is placed, slowing down surface run-off to cause infiltration into the soil. This stops soil losing moisture as easily and so allows farmers to maintain crop production.

In HICs, water meters are given out to farms and homes to manage usage and reduce wasting.

as well as modernising irrigation systems.

to reduce water loss.

Question 1 (c)

Most candidates managed to discuss both research where there was good use of EA and NRFA data and fieldwork where there was use made of land-use surveys, flood zones and GPS readings. Some candidates also discussed measurement of bankful discharge. The best answers were place specific and included detailed results and conclusions from places such as Shrewsbury, Guildford, York and Keswick. The very best answers were focused on flood risk rather than on flood impacts. The responses to these styles of questions are steadily improving but centres must beware of over-scripting possible responses and instead encourage their candidates to tailor the methods and sources investigated to the specific question asked.

This response gained 13 marks.

(c) Describe the **results** and **conclusions** of the fieldwork and research you undertook to investigate river flood risk.

Named area Beddgelert.

(15)

To investigate the river flood risk, I visited Beddgelert a village in Wales. In this village there was the confluence of two rivers, the Afon Glaslyn and the Afon Colwin where there is maximum discharge.

Before I went I researched this area. I used www.worldmapper.org to get a map of the confluence to see where the most at risk area was, which was at the central and South East parts of the village. I used the www.environmentagency.gov.uk to see what flood defences there were and what floods had happened recently. This showed that there was the last major flood in 1978 and some minor ones in 2004. ⑧ Indicating that the flood defences in place must be working. I used www.statistics.gov.uk to look into the population density, the population was not very large which indicates there was not a great vunerability risk.

I then undertook fieldwork in Beddgelert. I asked questionaires to the local people about whether or not they thought they were at great

risk of flooding and whether they felt secure. (a sheet ex £10 for validity). 70% of them said yes, showing that they felt the flood risk was not very high.

I then did a road map and an audit of the area. Colouring in the buildings that were above flood defence ~~flood defence~~ level, on it or below it, green, amber, red respectively. This showed that about 50% of the land was below river flood showing that there was quite a large risk of flooding.

Through observation and analysis I saw 9 flood defences. Showing that the flood risk had been managed quite well by Gwenedd council. I ranked these and the splitters in the bridge allowing maximum velocity and discharge was the best. *

So the results from my fieldwork and research showed that there was quite a big flood risk in Bodgellert but that it was being managed well.

* Took an average daily rainfall with a rain gage, compared this to www.metoffice.gov.uk for the time of year I went to see if it was any higher than usual which would increase flood risk.

Question 2 (a)

The series of three photographs proved a popular stimulus resource. The first two photographs were analysed with greater success than the third with many candidates failing to understand the likely frustrations of young people in a resort undergoing development. Centres are encouraged to reproduce such resources using their own fieldwork location and undertake similar exercises in photo-interpretation which would also strengthen Unit 1 examination technique.

This is a Level 3 response which scored 9 marks.

2   Study Figure 2.

(a) Suggest how the photographs show possible **conflicts** between groups over the development of this coast.

(10)

The three photographs shown show a number of potential conflicts over the different development ideas. Photograph A is conflicting due to the new modern high rise apartments and older properties they sit between. A conflict may arise here because locals want their town of Weymouth to have character and buildings that all look similar in the area. However, property developers and estate agents will not share the same views as they are driven by the profits which can be made on these new sea front apartments. In photo B, the two conflicting groups possible here are tourists and bird watchers or walkers. The car park tarnishes scenic coastal paths which walkers come to the area of Dorset for. Also bird watchers will be at conflict as tourist numbers expand and the amount of cars increase, the quiet environment for bird watchers will be disturbed. The conflicts present in photograph C, are that youths are graffitizing the newly renovated promenade. The threats with this is that it looks dusty

and many cause tourists to turn away as they are
not impressed. Graffiti on walls also causes
issues for the local council as they have to spend
time and money cleaning the graffiti.

Question 2 (b)

Many candidates only had a vague idea of the strategies involved in sustainable coastal management and simply explained the four different policies of coastal management. This is one of the key terms in the specification and centres are encouraged to develop their case studies to encompass the strategies detailed in the mark scheme. This is of course not an exhaustive list but it was unfortunate that many candidates simply wrote all they knew about a case study (such as Holderness) and hoped that the examiner would pick out the sustainable strategies within the case study. Sustainability is a key term that should be clearly explained and exemplified.

This Level 3 answer scored 10 marks.

(b) Using examples, explain how different strategies can be used to make coastal management more sustainable.

(10)

There are many different strategies involved in protecting the coastline. Some are hard engineering and some are soft engineering. ICZMs (Integrated Coastal Zone Management Schemes) have been set up to improve sustainability. They provide a mixture of hard and soft engineering techniques such as using beach nourishment and offshore reefs or managed retreat. Sustainable management plans have been set up in the UK to protect the coastline and the adjacent coastline. In Porlach bay Somerset, the SMP is managed retreat as the coastline is hard to protect and by using this method salt marshes will be created and more biodiversity will be encouraged. This is sustainable as it is providing for the environment and the coastline will not be entirely ruined. The farmer will also be compensated for his loss of land.

In Happisburgh, Norfolk. The SMP there is do nothing. This means that the government will not do anything to protect the coastline. This is an advantage as it allows natural processes to occur. There will not be a large amount of money pumped into this

Which Means adjacent coastlines with a higher value of land will be protected and the coastlines will not suffer as Much. The idea of Sustainable Management is used to help ecosystems and land to encourage biodiversity in order for there to be no problems in the future. Hard engineering techniques such as groynes would cause the beaches to starve of sediment which, in long term, would not be as effective as More sustainable Methods.

Question 2 (c)

There was good evidence of fieldwork and research in many responses with some excellent work on pollution/litter and impacts on coastal ecosystems. Also, there were some very good answers examining beach quality, sand-dunes and reefs. There were a few exotic studies well away from the UK, including Spain, Dubai, and India. Regrettably a small minority of candidates wrote a scripted response that failed to address the key requirement of detailing the results and conclusions of their fieldwork and research. Centres are reminded that they should examine all aspects of fieldwork process - planning, fieldwork, presentation and evaluation.

This Level 3 response was awarded 12 marks.

(c) Describe the **results** and **conclusions** of the fieldwork and research you undertook to investigate the pressure of human activities at the coast.

(15)

Named area Torquay.

We investigated pressures of human activity in Torquay, South Devon, the 4th largest seaside resort in the UK as this resort developed and came under pressure off in the victorian era as a trendy spot known as 'The English Riviera'. The town has a permanent population of 60,000.

Firstly, we carried out research on the area, this included researching news articles from the paper 'The Torquay Herald Express' where we found many articles about crime in the area as well as social deprivation like unemployment. We found similar ~~statistics~~ results on the blog VisitSouthDevon.co.uk as many residents were rather ~~daunting~~ negative about antisocial behaviour in the area, however many people were positive about the boom of the area in summer months. We also researched old photographs from postcards and compared these to recent photographs that we annotated with Skitch and found that since the 19th and early 20th century the area has become much more built up with high rise blocks and alot less green, untouched land. We concluded that although the area could benefit from more greenfield spaces, this was overall not a bad thing as this indicated that human life had thrived and that this pressure could have bought jobs to the area. By researching employment we found that 23% of people were employed in tourism, which was worrying us this is such a seasonal industry.

We also carried out fieldwork, for example we made a land use map of the high street and some of the surrounding streets and compared this with a GOAD map from 1913, we found that there are now many more

tourist services than in 1913 and less services and goods for residents. There were also now more derelict or unused buildings indicating negative pressures on the coast and social deprivation. We also carried out interviews on the residents and asked questions like "Do you like living in the area?" and "Do you think tourism has had a positive or negative impact on torquay?" to collect quantitative and qualitative data, the results from this were rather negative with many people citing anti social behaviour as a common occurance. However it was difficult to obtain a representative sample as many people were indoors on such a cold february day and many people didn't wish to talk. We also carried out footfall and carpark counts by the waterfront and found that while the shopping area was busy, the other areas of the town were rather empty with only 10 people passing by the water in half an hour. From this we concluded that this was because of the season, winter and that it would be more busy in the summer. Whilst the pressures of humans on the coast were low at this time, there would have been more pressure at different times which indicates seasonality of visiting and employment.

Overall, we concluded that human activity had a large and overall negative impact on this area as like many seaside towns in the UK it has gone into decline and the area was rather unattractive and littered with waste and some anti social behaviour. However, in the summer this could have been a different story.

Question 3 (a)

Some candidates found this resource challenging. A significant minority were insecure in their understanding of the concept of the spiral of decline/negative multiplier effect and how this might affect socio-economic and environmental change. In addition, some candidates resorted to simply lifting from the resource instead of linking the resource, via their case studies to change. Centres are encouraged to incorporate the more common models of deprivation and marginalisation into their teaching of this unit.

This response scored 8 marks.

> **3** Study Figure 3.
>
> (a) Comment on how the processes shown can contribute to socio-economic and environmental change in urban areas.
>
> (10)
>
> Figure 3 Shows a negative multiplier effect which shows the processes of decline. This is happening in areas of london were 134 out of 340 of the poorest wards in England are such as Hackney. Hackney is an area were there a few jobs so, as the figure suggests, those that can afford it move away. This means the area grows increasingly unpopular and no new investers move in. The investors do not see how they can make a profit in such areas. People don't move to the area so population declines, houses grow empty and crime rises. Bottom-up Schemes don't work and fewer community resources are available. The area quickly grows a negative reputation and the negative multiplier effects

Continue. The area becomes Neglected. Figure 3 does not show that the cycle can be broken but it can. Positive multiplier effects take place and the area grows both economically & socially by investment such as the Olympic Stadium being built in a Poor Area of London.

Question 3 (b)

The question was clearly aimed at how the **pattern** of spatial inequality might be investigated not just how spatial inequality could be investigated. Centres that followed the directive of the specification ie to explore the pattern of spatial inequality in ONE rural and ONE urban **area** found that their candidates achieved higher marks than those centres which just examined deprivation in one village or one locality of an urban area. Centres are reminded that patterns can exist within a village, within a rural area or between villages in a rural area and these aspects should be explored when carrying out the fieldwork and research.

This Level 3 answer scored 9 marks.

(b) For **either** an urban **or** a rural area, describe the fieldwork and research you undertook to investigate spatial patterns of inequality.

Named area ....Longthorpe....

(15)

I investigated the village of longthorpe *rural* on the outskirts of peterborough. I undertook both research into the village which is secondary data, aswell as primary data. First of all I went online www.zopla. Com and looked at housing prices and acomidation types in longthorpe. From this I found that there are a variety of housing types including flats, bungalows, semi detatched homes & detatched homes. However where the houses were located and the prices of them caused inequalities as there all in seperate communities. I looked at bus routes, I did this by going into my local postoffice and looking at a bus timetable, longthorpe is very well connected as it's on a main bus route but it only has one pick up point throughout the whole village. I went and did Questionaire's at the local parks and church asking for peoples age and marital status and most people living in the village of longthorpe are elderly

couples causing a inequality in age groups. I also undertook a traffic survey and noted that an average of 216 cars came through the village an hour, showing once again that its well connected. I went out taking photographs of local parks, I found out that there was only two and they were both located by primary schools or nurseries, causing an inequality for others due to a lack of green spaces. The final thing that I did was take photographs of village shops and amenities and there were spread out around the village and prevented inequalities as had events for everyone. Such as play group for young children, tennis for teenagers & bowls for the elderly, so overall Longthorpe has little inequality.

Question 3 (c)

Although many candidates had a good knowledge of the players involved in reducing rural inequalities few could accurately identify the **roles** of the players. Again, candidates are reminded to read the question carefully and answer the question set, not write rehearsed answers to previous questions (such as the sustainable management of rural areas that has been set before). There were again some very weak and very short responses included here; candidates need to be reminded that completion of all parts of the paper is vital if they want to obtain a reasonable outcome. Candidates should also be reminded that questions can focus on one area (rural only or urban only) as opposed to either rural or urban as they frequently do. This is important as there were a significant number who wrote about urban areas when asked specifically about rural areas.

(c) Using examples, explain the roles of different **players** in helping to reduce rural inequality.

(10)

Rural inequalities can be reduced with the help of many different people or organisations, the governments role in this is do provide moretag aid and policies that will benefit towns and give them greater access do other areas and services one example of this could be EU intervention in certain rural areas of Norfolk. Another play coould be telecommunication Companies Such as virgin, Sky or BT their role is do increase access do communications this can range from broadband speeds to phone reception & coverage particularly for companies Suchas oraange or O₂. An example of this could be the installation of fiber optic cables in rural towns or villages. Another role could be farmers or the larger food shops Such as desco, they should provide either Small shops such as tosco extras or they should supply food localy to avoid rural food shortages as farmers are more likely to go for profit over community the Same as most others would. Another major player could be the

public transport companies, private companies can make their own routes and many do take rural areas into account but many County council based bus services cover the minimum areas needed to cover and leave the rural areas to drive themselves or use a-call a buss service or taxi services which may find it difficult to access.

Question 4 (a)

This question proved popular with the majority of candidates and many were able to comment correctly on how the three strategies could be used to re-image urban areas. A small minority ignored the resource and simply wrote about their own case study material and so the candidates' responses became self-penalising. As with Question 2(a), centres are encouraged to take a similar course of action and produce photographs of their own case studies as an initial stimulus for teaching rebranding.

This Level 3 answer scored 8 marks.

4 Study Figure 4.

  (a) Comment on how the **three** strategies shown could contribute to urban re-imaging.

  (10)

Strategy (1) ~~contains~~ would re-image an area as it aims to attract many different audience groups. Churches, temples and Mosques will attract more religious people to pray. Public parks, open areas, canals and scenary will attract a wide group of people such as bird watchers, naturists, dog walkers, ~~and~~ hikers and photographers. This strategy would reimage the area but may cause conflict over different land useage.

Strategy (2) aims at a young audience. It will attract ~~futher~~ people with different interests such as fashion (shopping experience) and history interests/scientists (museum).

Strategy (3) aims to impress the view of the area not the experience. This will be the most expensive way to re-image because if the urban area is advertising the 'new look' they will need to make it drastic to be noticeable.

All three ~~strag~~ strategies would be
sucessful with multiple outcomes
To rebrand in the modern day of 2013 I
think Events and services would be the
best as most people rely on them.
Eg Events and services are aimed at by
big atics such as Liverpool so urban areas
should use this reimaging tecnique.
· Eg

Examiner Comments

The candidate makes detailed comments
on how a range of strategies from Figure
4 could contribute to re-imaging an urban
area. The candidate has also commented
on the fact that some are better than
others.

Examiner Tip

The candidate could have accessed a higher
mark within the band by using examples
more effectively throughout the response
instead of just at the end of the response.

Question 4 (b)

There were sound accounts of fieldwork in areas of Birmingham, Sheffield, Manchester and 'Olympic' London. As with the other fieldwork and research questions a significant number of candidates ignored the word 'need' for rebranding and wrote scripted accounts of the evidence of rebranding or the success of rebranding of an area.

There was good use of terminology in this Level 4 answer which scored 15 marks.

(b) For **either** an urban **or** rural area, describe the fieldwork and research you undertook to investigate why the area needed rebranding.

(15)

Named area .... Scarborough

Scarborough is an urban coastal area that has experienced decline since the 1990s due to the rapid emergence of mass international travel which devastated its tourist industry. To investigate why the town need rebranding we undertook various research and fieldwork tasks. Firstly we did extensive research into the area examining previous reports analysing the areas status such as the Scarborough District profile which use the index of Multiple deprivation to score Scarborough economic, social and environmental assets, overall Scarborough score very low with economic scale and business and enterprize scores both at level E (within the worst 20% nationally) we also looked at the Scarborough Borough council employer needs survey which analysed Scarboroughs economic, social and environmental problems concluding that Scarborough had an abundance of problems such as high unemployment rate, areas of multiple deprivation and social isolation, this was carried out in March of 2007. A final report we researched was the coastal towns report which was a national government report, and data in Scarborough was supported by the Scarborough employer needs survey Scarborough Borough council and ONS 2001 census data. Similar to the Scarborough district profile

Scarborough scored low across all factors. Our research concluded that reasons for a rebrand in Scarborough covered economic, social and environmental problems. We then carried out fieldwork in Scarborough firstly using a GOAD map and a RICEPOTS scoring system we did a land use survey of the centre of the town from this we produced a clone town and a Ghost town survey. Our clone town survey assessed how many shop/businesses were locally owned whilst how many were chain stores. Using a scale from the new economics foundation, we found Scarborough had a clone town score of 39 making it a border town (although closer to a home town). The ghost town survey gave it us the percentage of empty shops, which we found to be 8%, lower than the Local Data Company national average 14.6 (2012). We then carried out a questionnaire, providing us with both qualitative and quantitative data from local and residents on their opinions of a need for a rebrand in Scarborough and if they would benefit from rebranding strategies such as flag ship projects. Finally we also did a Environment survey, an Quantitive technique using subjective adjectives of objective nouns to evaluate the aesthetics or efficiency of Scarborough our fieldwork results concluded that a need for a rebrand was found in social issues and issues concerned aesthetics and the towns image

Question 4 (c)

This question was well answered by many candidates using a wide range of examples, often Cornwall or Ludlow were used as case studies. A range of players were given and the best candidates showed a real appreciation of how different players have different roles to play at different stages of the rebranding process. This appears to have been an 'expected' question and approaches such as 'bottom up' and 'top down' were used well.

This Level 3 answer scored 10 marks.

(c) Using examples, explain the roles of different **players** involved in helping to rebrand rural areas.

(10)

Players are people who have an interest in an area that is in the process or about to be rebranded. Plages at the beginning of the rebranding process are often people who fund the scheme for example the National Lottery helped to fund the Eden Project in Cornwall. These have to be involved as often rural communities are unable to raise the funds themselves to start such a large scale project like the Eden Project. The local council and sometimes local residents are also often consulted at the beginning to the process for example Ludlow residents opinions were considered by Ludlow council. This is because often rural rebranding projects are small scale and bottom up as the population tends to be small and the community more tight knit so they work together.

In the middle of the process, agencies like the Advantage West Midlands are used (e.g. in Ludlow) to inform the local council what the best way to rebrand would be and what strategies to use. These are vital as they help the local council to see the process through.

An example of players who have a role at the

end g the process are artists and marketing agents who help promote the area. For example the Isle g Wight has a Twitter page used to promote the area ~~industry~~ and artists who designed a colourful campaign featuring dinosaurs to attract young families to the area in Summer 2013 as there is going to be a dinosaur festival.

Paper Summary

Centres are reminded to make full use of the Unit 2 presentations and example work that are available on the Edexcel website and Edexcel Communities to help improve candidates' knowledge.

Based on their performance on this paper, candidates are offered the following advice:

- read the questions very carefully and answer the question set not one you were hoping for

- take particular care if a question asks for a rural or urban area; only give examples that relate to the area requested

- practise photo interpretation

- revise thoroughly the concept of sustainability so you clearly understand this key term

- examine and revise carefully all aspects of fieldwork processes.

Grade Boundaries

Grade boundaries for this, and all other papers, can be found on the website on this link:

http://www.edexcel.com/iwantto/Pages/grade-boundaries.aspx