Mark Scheme (Results)

Summer 2017

Pearson Edexcel GCE in Geography (6GE02)
Unit 2: Geographical Investigations

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

Additional comments specific to 6GE02

- Always credit bullet points and similar lists, but remember if the list is the **only response**, then this is unlikely to be able to get into the top band (L3 or L4) based on QWC shortcomings. However, bullets and lists as **part of a response** should permit access to the top band.
- Credit reference to the full investigative fieldwork and research process when referred to in any sections of the paper.
- Credit reference to GIS as a fieldwork and research tool in all questions.
- Credit reference to candidate's own fieldwork and research across ALL questions.
- Credit use of case studies and exemplar material where relevant.

Question Number	Question
1(a)	Suggest the possible social and economic impacts caused by the extreme weather event shown.
Series	Indicative content

Temperatures vary between 35°C recorded at Heathrow to 31°C in Birmingham and, unusually, 30°C in Middlesbrough, Carlisle 29°C and 32°C in Glasgow. Even Elgin recorded 29°C. Yet other areas recorded lower temperatures such as Plymouth and the Gower, which recorded 26°C.
Impacts are therefore likely to be greater in SE England than in SW England. Some might argue that as parts of Scotland such as Glasgow and Elgin are not used to such extreme weather the impacts might be greater than in the SE of the UK.

Social impacts

- Likely impacts are on the health of people, particularly vulnerable people such as the elderly and asthmatics and the very young.
- This will be particularly true in urban areas such as London, Birmingham and Glasgo might argue that this is more important in areas such as Elgin, which would be unused to such weather.
- In contrast other people will enjoy the heatwave, particularly those in coastal areas Southampton or coastal resorts in the South East.

Economic impacts

- Increases in sales/use of business such as lidos, garden centres, types of associated food, e.g. BBQs, sale of drinks/ice creams.
- Seaside tourist resorts might benefit due to greater custom particularly in the SE. Other businesses such as agriculture in East Anglia and particularly Kent might suffer as a result of increased demands for irrigation.
- Infrastructure such as railways in the UK can 'warp' in the heat leading to cancellations and delays, again particularly in London and commuter lines from London. Lineside fires might also occur causing disruption.

Credit ideas of longer term impacts such as long-term drought caused by high pressure / a blocking anticyclone with sprinkler bans and other likely impacts.

Level	Mark	Descriptor
Level 1	**1-4**	• Basic description of the pattern of maximum temperatures from the map. • One or two ideas on impacts poorly linked to the map. • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	**5-7**	• Suggest possible social and/or economic impacts with some links to the patterns of maximum temperatures shown on the map. • Some structure. Some geographical terminology is used. There are some written language errors.
Level 3	**8-10**	• Suggests possible social and economic impacts with some details linked to Fig 1, may have some exemplification and may recognise positives and negatives. • At the top of band may comment on the variations of the type of impact. • Well-structured and balanced response. Written language errors are rare. Geographical terminology is used.

Question Number	Question
1(b)	Describe the **fieldwork** and **research** you undertook to investigate the impacts of a named extreme weather event.
Series	Indicative content

Accept any extreme weather event such as hurricanes, tornadoes, heatwave and drought, but the majority of candidates are likely to describe their fieldwork and research into the impacts of flooding. Impacts may be social, environmental or economic. In the context of fieldwork and research it may be difficult to investigate all of these in any depth, although large events may have measurable/reported economic impacts. Other impacts, such as on health or infrastructure, could also be suggested.

Fieldwork (primary):	Fieldwork can come from qualitative sources, e.g. historic/eyewitness accounts. Use of interviews/focus groups. Evidence of levels may be anecdotal, e.g. previous signs of damage. Flood risk maps. May also be based on some quantification, e.g. bank-full levels; use of hardware models, e.g. storm simulation. Also credit work that looks at perception of risk/impact, e.g. via interviews. Questionnaires may also feature. Also use of weather diaries/local monitoring of weather.
Research (secondary):	Use of various sources to get a picture of impacts of extreme event, e.g. GIS Environment Agency maps; flood risk maps for insurance companies, historic newspaper cuttings/reports and other documentary evidence such as newscasts. The more able responses will provide detailed evidence of specific sources, e.g. specialist weather websites, National Rivers Flow Archive (NRFA), NOAA, MET Office, rather than 'the internet'.

Level	**Mark**	Descriptor
Level 1	**1-4**	• Basic description of fieldwork/research. • Place/location not mentioned or recognisable. • Does not refer to impacts in any meaningful way. • Lacks structure. Considerable errors in language, lacks geographical terminology.
Level 2	**5-8**	• Some description of fieldwork/research. • Some detail on place location. • Some links to impacts. • Limited use of geographical terminology. There are some written language errors.
Level 3	**9-12**	• Some description of fieldwork and research into the impacts of an extreme weather event. • Includes details on place location. • Linked to impacts of extreme weather events. • Some use of geographical terminology. Response shows some structure, limited written language errors. **Max 10 if response does not include *both* fieldwork and research.**
Level 4	**13-15**	• A description of a range of fieldwork and research techniques, shows good use of own/group fieldwork. • Specific details on place location. • Good linkage to impacts of an extreme weather event. • Good use of geographical terminology. Structured account; written language errors are rare.

Question Number	Question
1(c)	Explain the possible reasons for extreme weather events becoming more frequent.
Series	Indicative content

Extreme weather events are usually defined as being severe (hazardous/disastrous) or unexpected (i.e. outside the range of normal variation).
Candidates are able to choose from a range of events, e.g. tropical cyclones, temperate storms, tornadoes, flooding (linked to heavy rainfall), blizzards, heatwaves, fires and drought.
There are a variety of theories to explain the growing frequency from extreme weather events such as :

- **Increase in frequency of ENSO** leading to droughts in Australia and flooding in South America. Through teleconnections other extreme events such as summer flooding in the UK are also linked to ENSO. Reversal of El Nino leads to La Nina, which causes flooding in Australia and drought in South America. Research suggests that ENSO events are increasing in both frequency and severity, therefore increasing the frequency of extreme weather events all over the world.
- **Climate change** is likely to be cited as a cause in the increased frequency of tropical revolving storms as well as other extreme weather events.
- **Increases in Arctic temperatures** could also be used, such as in explanations of how changes to the Arctic ice cap changes the jet stream leading to increases in the frequency of extreme weather events in Northern Europe.
- **Poor management of land** can increase the frequency of floods as lag times can be increased and surface storage reduced as well as increases in drought, as deforestation leads to less regional precipitation.
- **Reporting:** accept the idea that wider reporting and better recording may have contributed to an increase in frequency perceived.

At the top level candidates should differentiate between the number of events and the frequency of these events.

NB The weather events can be either different events, such as flooding, drought, or can be a detailed examination of the growing frequency of one type of event such as drought.

Level	**Mark**	Descriptor
Level 1	**1-4**	• Basic reason(s) with limited detail/list of possible **causes** of extreme weather events. • Limited explanation, lacks reference to growing number and/or increasing frequency of extreme weather events. • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	**5-7**	• Some reasons with some details provided. • Some explanation of growing number and/or increasing frequency of extreme weather events. • Some structure. Some geographical terminology is used. There are some written language errors.
Level 3	**8-10**	• Range of reasons linked to extreme weather events. • Detailed explanation of growing number and/or increasing frequency of extreme weather events, may use examples. • Well-structured and balanced response. Written language errors are rare. Good use of geographical terminology.

Question Number	Question
2(a)	Suggest the possible social and economic impacts of the rapid coastal retreat shown.
Series	Indicative content

The map shows a variety of land use losses in a relatively small area, with greater losses to the west of the area than to the south or east.

Social and economic impacts could be:

Loss of amusement park - loss of direct employment and further unemployment due to negative multipliers as park closes down or relocates. Cost of relocation or removal of rides and attractions.
Loss of roads – cost of repair and dislocation. Issues of road worthiness and so lack of emergency cover from ambulance, police and fire services. Increased costs and time taken to reach services either to the west or east of the area.
Loss of housing – cost of repair and in extreme cases demolition. Increased cost of insurance with allied stress and strain of uninsurable properties. Difficulties in re-mortgaging.
Footpath loss – reduction in tourism and so reduced employment due to negative multipliers. Loss of cherished views from footpaths.
Loss of farmland – increased stress for landowners as it is unlikely that farmland can be sold for other economic purposes due to the high rate of coastal retreat. Loss of livestock (cows in Cowden issue). Loss of land could lower production of cereal crops, if grown.
Costs of management: drawing up plans, or the costs of defences.

Credit own knowledge and understanding as well as use of other place examples.

Level	Mark	Descriptor
Level 1	**1-4**	• Basic description of the land use losses from the photograph (s) and/or map. • One or two ideas on impacts with limited links to the photograph (s) and/or map. • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	**5-7**	• Some use of the resources in Figure 2. • Suggests possible social and/or economic impacts resulting from the land uses losses shown on the photographs and/or map. • Some structure. Some geographical terminology is used. There are some written language errors.
Level 3	**8-10**	• Detailed use of the resources in Figure 2. • Suggests possible social and economic impacts with some details, may have some exemplification. At the top of band may comment on the variations of the type of impact. • Well-structured and balanced response. Written language errors are rare. Geographical terminology is used.

Question Number	Question
2(b)	For a named area, describe the **fieldwork** and **research** you undertook to investigate the impacts of coastal management schemes.
Series	Indicative content

Impacts can be both positive and negative and relate to social, economic and environmental impacts. A range of both fieldwork and research methods can be described to investigate these impacts.

Fieldwork (primary)	Measurement/evaluation of existing defences, e.g. use of field sketch, video, digital pictures, use of bipolar sheet; speaking to residents and visitors (questionnaires/structured interviews/oral histories). Use of video or transcripts to record findings (could be group approach). Rates of coastal retreat can sometimes be calculated in the field from known reference points. Some candidates may have also carried out cliff erosion/stability surveys. Use of EIA and CBA to judge the impacts of the scheme.
Research (secondary)	Historic maps to illustrate change in position of coast/coastal features, e.g. www.old-maps.co.uk; also local newspapers, blogs/forums. Old photographs and postcards may be a useful source (again could be internet sourced). Possible use of GIS/electronic maps to illustrate changes. Use of SMP to determine impacts of the scheme.

Key is to link the fieldwork and research to the **impacts** of the management of the coast, as opposed to just detailing the management approaches.

Level	**Mark**	Descriptor
Level 1	**1-4**	• Basic description of fieldwork/research. • Place/location not mentioned or recognisable. • Does not refer to the impacts of coastal management in any meaningful way. • Lacks structure. Considerable errors in language, lacks geographical terminology.
Level 2	**5-8**	• Some description of fieldwork/research. • Some detail on place location. • Some links to impacts of coastal management. • Limited use of geographical terminology. There are some written language errors.
Level 3	**9-12**	• Some description of fieldwork and research. • Includes details on place location. • Linked to the impacts of coastal management. • Some use of geographical terminology. Response shows some structure, limited written language errors. **Max 10 if response does not include *both* fieldwork and research.**
Level 4	**13-15**	• A description of fieldwork and research techniques, shows good use of own/group fieldwork. • Specific details on place location. • Good linkage to the impacts of coastal management. • Good use of geographical terminology. Structured account; written language errors are rare.

Question Number	Question
2(c)	Explain the physical and human factors that have contributed to economic development at some coastal locations.

Series	Indicative content

Focus of the question is on economic development. This can be the historical growth, decline and rebranding of British Victorian resorts, as well as more recent developments such as the Spanish Costas or Florida. Generic explanations of the growth of coastal areas are likely to be self-penalising. Accept a wide variety of coastal locations such as tourist resorts as well as industrial areas and ports.

Explanations are likely to include:

Physical factors

- Equable climate such as Torquay encouraging the development of the 'Grey Pound'.
- Sheltered areas such as the ria developments of Exmouth and Plymouth encouraging the development of fishing naval ports.
- Deep water such as Milford Haven encouraging the development of container ports.
- Double tides such as Southampton encouraging port development.
- Large, flat sandy beach such as Blackpool encouraging 'bucket and spade' tourism.
- Soft alluvial riverbanks allowing easy development of docks such as London.
- Attractive environment such as the Everglades encouraging eco-tourism.

Human factors

- Development of transport infrastructure such as rail, road, airports allowing increased access to coastal locations such as the development of the railway developing coastal resorts such as Brighton.
- Development of low cost airlines allowing people to visit coastal locations in the Mediterranean such as Paphos in Cyprus.
- Links to royal connections encouraging the development of coastal locations such the Isle of Wight.
- Political factors such as the development of Eilat in Israel, as well as rebranding schemes such as at Boscombe.
- Social factors such as the development of paid factory holidays that allowed visits to coastal locations such as Blackpool.

Accept other relevant ideas.

Level	**Mark**	Descriptor
Level 1	**1-4**	• Generic factors: limited detail on physical and/or human factors. • Limited explanation, lacks reference to specific coastal locations. • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	**5-7**	• Physical and/or human factors with some details provided. • Some explanation of the reasons for the development of coastal locations. • Some structure. Some geographical terminology is used. There are some written language errors.
Level 3	**8-10**	• Range of physical and human factors. • Detailed explanation of the reasons for the *economic* development of coastal locations. • Well-structured and balanced response. Written language errors are rare. Good use of geographical terminology.

Question Number	Question
3(a)	Using Figure 3, suggest how contrasting groups of people could be affected by the difference in driving times to key services.

Series	Indicative content

The possible effects are likely to be social and economic in nature and could be:

- **Urban areas** – the good access to all the services shown is likely to mean that there are few negative impacts for most groups such as *older people (60+)/richer/young singles* and *couples/young families/youths*. Indeed, some might argue that this shows that living in urban areas has positive impacts in relation to access to services. Accept that not all groups (such as *poorer/unemployed /BAME*) in urban areas have such good access as it is an average and so some groups suffer greater deprivation.
- **Accessible rural areas** – for *young families* the good access to primary schools might be outweighed by the poorer access to the other services. For *older people* the longer drive times to both doctors and Specialist A & E will impact on health, as increased travel time deters routine check-ups and so increases the likelihood of potentially curable conditions passing unnoticed. For *poorer people* and the *unemployed* the increased drive time to shopping centres increases costs of living in these areas and so increases deprivation.
- **Remote rural areas –** *younger families* will benefit from the good access to primary schools as it is a publically funded service. The long drive times to the other services will have the greatest impacts. For *older people* the drive times to doctors impact on people's health and can increase costs for those who are chronically ill. For *poorer people* and the unemployed drive time to shopping centres dramatically increases costs of using these services and encourages the use of frozen or tinned food, with subsequent health issues. This could lead to outmigration of these groups to urban areas. The extreme drive time to Specialist A & E increases the likelihood that outmigration from these areas might affect all groups.

Accept other reasonable ideas.

Level	**Mark**	Descriptor
Level 1	**1-4**	• Basic description of the pattern of average driving time to key services. • One or two ideas on impacts / effects. • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	**5-7**	• Some use of the pattern of average driving time to key services. • Suggests possible social and/or economic impacts. • Some structure. Some geographical terminology is used. There are some written language errors.
Level 3	**8-10**	• Reference to Figure 3: suggests possible social and economic impacts with links to contrasting groups of people, may have some exemplification. • Well-structured and balanced response. Written language errors are rare. Geographical terminology is used.

Question Number	Question
3(b)	Describe the **results** and **conclusions** of the fieldwork and research you undertook to investigate patterns of inequality in your chosen area.

Series	Indicative content

Note: use a wide interpretation of 'results' and 'conclusions', to include actual data for results as well as overall statements for conclusions.

Results

- Data relating to real places will be used in strong responses. Also credit analysis: using a range of simple statistics may also be appropriate, e.g. mode, mean and median; also interquartile ranges for some of the quantitative data collected such as IMD2010 data or 2011 Census data. Other ways of analysing data may be more descriptive or qualitative, e.g. open-coding, geographical narratives, précising (of extended interviews), conceptual frameworks, and a written commentary to accompany a video/DVD or series of images, e.g. analysis of pictures.

Conclusions

- Provides a summary of the data: patterns, trends and anomalies as revealed through the analysis of the range of data, e.g. functional change, photos, interviews.
- Makes overall judgement on their fieldwork and research.
- May include evaluation and comments on reliability – give credit.
- Credit presentation if relevant to results.
- In reality it is quite difficult to get evidence – credit any acknowledgment that **patterns** may be unclear and based on subjective observations. As question relates to spatial patterns, credit any spatially-linked ideas.
- Answers that fail to focus on the topic, patterns of inequalities, and instead focus on the success of the management of inequalities, will tend to be self-penalising.

Note can be either urban or rural.

Level	**Mark**	Descriptor
Level 1	**1-4**	• Basic description of fieldwork/research. • Place/location not mentioned or recognisable. • Does not refer to patterns of inequality in any meaningful way. • Lacks structure. Considerable errors in language, lacks geographical terminology.
Level 2	**5-8**	• Some description of fieldwork/research **OR** one or two statements about results and/or conclusions. • Some detail on place location. • Limited links to patterns of inequality. • Limited use of geographical terminology. There are some written language errors.
Level 3	**9-12**	• Some description of results and/or conclusions of fieldwork and research into the pattern of inequality. • Includes details on place location. • Linked to patterns of inequality. • Some use of geographical terminology. Response shows some structure, limited written language errors. **Max 10 if response does not include results and/or conclusions from *both* fieldwork and research.**

Level 4	**13-15**	• A description of both the results and conclusions of a range of fieldwork and research techniques, shows good use of own/group fieldwork. • Specific details on place location. • Good linkage to patterns of inequality. • Good use of geographical terminology. Structured account; written language errors are rare.

Question Number	Question
3(c)	Using examples, examine the success of strategies used to reduce social inequalities in **urban** areas.

Series	Indicative content

Expect a range of strategies in both MEDC and LEDC with a range of players such as international agencies, charities, governments, local and regional authorities, groups and individuals. Focus of question is on strategies to reduce **social** inequalities but there will be a large overlap with strategies to reduce economic inequalities.

Strategies could vary from :

- **Town planning strategies** such as the development of sustainable communities and private sector/public sector housing initiatives, such as housing associations.
- **Local business strategies,** such as London's Living Wage, as well as targeted recruitment from particular communities.
- **Crime and policing strategies** such as video surveillance, neighbourhood policing residents associations, Neighbourhood Watch.
- **Traffic and public transport strategies** such as congestion charging, park-and-ride schemes and Oyster cards.
- **Housing strategies** such as self-help schemes, shanty builds, and WHO
- Urban Health Planning Initiative.
- **Education strategies** such as Education Action Zones and the use of beacon schools.
- **Health strategies** such as Health Action Zones.

Accept large-scale regeneration projects such as UDC (such as London Docklands).
Accept large-scale rebranding projects such as the London Olympics.
Note urban areas can be LEDC, but expect UK example(s).
NB: Must be urban, do not credit rural beyond schemes that could be applicable to both.

Level	**Mark**	Descriptor
Level 1	**1-4**	• Generic strategies with limited detail/list of methods • Limited explanation, lacks reference to success. • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	**5-7**	• Strategies with some details provided. • Some explanation of the success of strategies in reducing inequalities. • Some structure. Some geographical terminology is used. There are some written language errors.
Level 3	**8-10**	• Named strategies linked to social inequalities. • Examination of how successful strategies have been in reducing social inequalities; may make a judgement. • Well-structured and balanced response. Written language errors are rare. Good use of geographical terminology.

Question Number	Question
4(a)	Using Figure 4, suggest how the rebranding strategies shown could lead to a more sustainable future for **rural** areas.

Series	Indicative content

The photographs show a variety of strategies in which rural areas are rebranding, such as rural technology, adding value locally and rural diversification in the post-productive countryside. The key to the question is not just describing the strategies but linking these strategies to a more sustainable future and at the top end considering that some are more sustainable than others.
Sustainability can be thought of as both environmental sustainability and economic and social sustainability, as well as developing local community participation.

Solar farms – offer a sustainable future as produces sustainable form of clean energy. Can increase farm incomes and so offer both social and economic sustainability. Accept the argument that such schemes reduce biodiversity and employment and so reduce sustainability.

Local food fairs – increase the income from agricultural produce and so increase economic sustainability. Allows local people to prioritise buying local products and so develops local community participation. Reduces food miles and so reduces the carbon footprint of the area.

Farm diversification - increases local employment and so increases economic sustainability. Can increase visitor numbers creating positive multiplier effects and so creating a range of employment opportunities, creating social sustainability. The use of the land for paintballing rather than for agriculture could reduce the use of agrochemicals and so make it more environmentally sustainable.

Exemplification can be named places or other strategies.

Level	**Mark**	Descriptor
Level 1	**1-4**	• Description of the photos. • Basic reasons with limited links to rebranding and/or sustainability. • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	**5-7**	• Some use of Figure 4. • Some reasons for how rebranding could lead to a more sustainable future. • Some structure. Some geographical terminology is used. There are some written language errors.
Level 3	**8-10**	• Use of Figure 4 to support reasoning. • Detailed reasons for how rebranding could lead to a more sustainable future. • Well-structured and balanced response. Written language errors are rare. Good use of geographical terminology.

Question Number	Question
4(b) **QWC (i, ii, iii)**	Describe the **results** and **conclusions** of the fieldwork and research you undertook to investigate the need for rebranding in your chosen area.

Series	Indicative content

Note: use a wide interpretation of 'results' and 'conclusions', to include actual data for results as well as overall statements for conclusions.

Results

- Data relating to real places will be used in strong responses. Also credit analysis: using a range of simple statistics may also be appropriate, e.g. mode, mean and median; also interquartile ranges for some of the quantitative data collected such as IMD2010 data or 2011 Census data. Other ways of analysing data may be more descriptive or qualitative, e.g. open-coding, geographical narratives, précising (of extended interviews), conceptual frameworks, and a written commentary to accompany a video/DVD or series of images, e.g. analysis of pictures.

Conclusions

- Provides a summary of the data: patterns, trends and anomalies as revealed through the analysis of the range of data, e.g. functional change, photos, interviews.
- Makes overall judgement on their fieldwork and research.
- May include evaluation and comments on reliability – give credit.
- Credit presentation if relevant to results.
- In reality it is quite difficult to get evidence – credit any acknowledgement that results may be partial and tentative; based on more subjective observations.
- Answers that fail to focus on the topic, need for rebranding, and instead focus on methods of rebranding or the success of rebranding, will tend to be self-penalising.

Note can be either urban or rural.

Level	**Mark**	Descriptor
Level 1	**1-4**	• Basic description of fieldwork/research. • Place/location not mentioned or recognisable. • Does not refer to need for rebranding in any meaningful way. • Lacks structure. Considerable errors in language, lacks geographical terminology.
Level 2	**5-8**	• Some description of fieldwork/research **OR** one or two statements about results and/or conclusions. • Some detail on place location. • Limited links to the need for rebranding. • Limited use of geographical terminology. There are some written language errors.
Level 3	**9-12**	• Some description of results and/or conclusions of fieldwork and research into the need for rebranding. • Includes details on place location. • Linked to the need for rebranding. • Some use of geographical terminology. Response shows some structure, limited written language errors. **Max 10 if response does not include results and/or conclusions from *both* fieldwork and research.**

Level 4	**13-15**	• A description of both the results and conclusions of a range of fieldwork and research techniques, shows good use of own/group fieldwork. • Specific details on place location. • Good linkage to the need for rebranding. • Good use of geographical terminology. Structured account; written language errors are rare.

Question Number	Question
4(c) **QWC (i, ii, iii)**	Using examples, examine the success of rebranding schemes designed to improve the economy of **urban** areas.

Series	Indicative content

Rebranding and reimaging can be used as a tool or a catalyst to improve the quality and identity of places. There are various schemes that places have used to make themselves look more appealing on a range of scales and to different audiences. Rebranding schemes could include:

- Flagship schemes in city centres such as Birmingham city centre or London Docklands.
- Waterfront rebranding such as Newcastle waterfront or Portsmouth.
- Rebranding of a coastal resort such as Blackpool or Boscombe.
- Gentrification of inner urban areas such as Islington or Notting Hill.
- Heritage and tourism in historic centres; history and culture in York or Rome.
- Sport and leisure provision such as the London Olympics, the Manchester
- Commonwealth Games or the Sheffield Student Games.

Rebranding success can be thought of as having both direct and indirect impacts:

- **Direct** - Improvements in visitor numbers or average wage levels. Increases in both domestic and foreign direct investment. Increases in number of start-up firms and the development of cumulative causation. Increases in direct employment and reductions in unemployment through the multiplier effect.
- **Indirect** – Increases in the social environment through the improvements in the Index of Multiple Deprivation or reductions in crime levels can lead to longer term economic benefits as less resources are needed to be used on tackling inequalities and the impacts of crime.

NB questions requires schemes in urban areas. Allow the same type of scheme (i.e. rebranding through sport) in different urban areas. Also allow different schemes in different parts of the same urban area, i.e. a comparison of the regeneration of London Docklands with the rebranding of the Olympic Park.

Credit discussion of top-down, bottom-up and partnership approaches, if relevant.

NB: Must be urban, do not credit rural beyond schemes that could be applicable to both.

Level	**Mark**	Descriptor
Level 1	**1-4**	• Generic schemes with limited detail/list of methods. • Limited explanation, lacks reference to rebranding and/or the economy of urban area (s). • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	**5-7**	• Schemes with some details provided. • Some explanation of the success of rebranding schemes designed to improve the urban economy. • Some structure. Some geographical terminology is used. There are some written language errors.
Level 3	**8-10**	• Named schemes linked to rebranding. • Detailed examination of the success of rebranding schemes designed to improve the urban economy; may make a judgement. • Well-structured and balanced response. Written language errors are rare. Good use of geographical terminology.