GCE 2004
June Series

AQA

ASSESSMENT and
QUALIFICATIONS
ALLIANCE

Mark Scheme

Geography A
(GGA7)

Mark schemes are prepared by the Principal Examiner and considered, together with the relevant questions, by a panel of subject teachers. This mark scheme includes any amendments made at the standardisation meeting attended by all examiners and is the scheme which was used by them in this examination. The standardisation meeting ensures that the mark scheme covers the candidates' responses to questions and that every examiner understands and applies it in the same correct way. As preparation for the standardisation meeting each examiner analyses a number of candidates' scripts: alternative answers not already covered by the mark scheme are discussed at the meeting and legislated for. If, after this meeting, examiners encounter unusual answers which have not been discussed at the meeting they are required to refer these to the Principal Examiner.

It must be stressed that a mark scheme is a working document, in many cases further developed and expanded on the basis of candidates' reactions to a particular paper. Assumptions about future mark schemes on the basis of one year's document should be avoided; whilst the guiding principles of assessment remain constant, details will change, depending on the content of a particular examination paper.

General Guidance for A Level Geography Assistant Examiners

Quality of Written Communication

As required by QCA, the marking scheme for this unit includes an overall assessment of quality of written communication. There are no discrete marks for the assessment of written communications but where questions are "Levels" marked, written communication will be assessed as one of the criteria within each level.

Level 1:   Language is basic, descriptions and explanations are over simplified and lack clarity.

Level 2:   Generally accurate use of language; descriptions and explanations can be easily followed, but are not clearly expressed throughout.

Level 3:   Accurate and appropriate use of language; descriptions and explanations are expressed with clarity throughout.

Levels Marking - General Criteria

The following general criteria relate to knowledge, understanding and their critical application and the quality of written communication as outlined in the AQA Geography A subject specification. They are designed to assist examiners in determining into which band the quality of response should be placed, and should be used when assessing the level of response an answer has achieved. It is anticipated that candidates' performances under the various dimensions will be broadly inter-related and the general guidelines for each level are as follows:

Level 1:   An answer at this level is likely to:

- display a basic understanding of the topic;
- make one of two points without support of appropriate exemplification or application of principle;
- demonstrate a simplistic style of writing perhaps lacking close relation to the term of the question and unlikely to communicate complexity of subject matter;
- lack organisation, relevance and specialist vocabulary;
- demonstrate deficiencies in legibility, spelling, grammar and punctuation which detract from the clarity of meaning.

Level 2:   An answer at this level is likely to:

- display a clear understanding of the topic;
- make one or two points with support of appropriate exemplification and/or application of principle;
- demonstrate a style of writing which matches the requirements of the question and acknowledges the potential complexity of the subject matter;
- demonstrate relevance and coherence with appropriate use of specialist vocabulary;
- demonstrate legibility of text, and qualities of spelling, grammar and punctuation which do not detract from the clarity of meaning.

Level 3:   An answer at this level is likely to:

- display a detailed understanding of the topic;
- make several points with support of appropriate exemplification and/or application of principle;
- demonstrate a sophisticated style of writing incorporating measured and qualified explanation and comment as required by the question and reflecting awareness of the complexity of subject matter and incompleteness/tentativeness of explanation;
- demonstrate a clear sense of purpose so that the responses are seen to closely relate to the requirements of the question with confident use of specialist vocabulary;
- demonstrate legibility of text, and qualities of spelling, grammar and punctuation which contribute to complete clarity of meaning.

N.B.   A perfect answer is not usually required for full marks. Clearly it will be possible for an individual candidate to demonstrate variable performance between the levels. In such cases the principle of best-fit should be applied. Experience suggests that the use of exemplars within this mark scheme and the discussion which takes place during the Co-ordination Meeting normally provides sufficient guidance on the use of levels in marking.

Annotation of Scripts

- Where an answer is marked using a levels of response scheme the examiner should annotate the script with 'L1', 'L2' or 'L3 at the point where that level is thought to have been reached. The consequent mark should appear in the right hand column. Where an answer fails to achieve Level 1, zero marks should be given.

- Where answers do not require levels of response marking, each script should be annotated to show that one tick equals one mark. It is helpful if the tick can be positioned in the part of the answer which is thought to be credit-worthy.

General Advice

It is important to recognise that many of the answers shown within this marking scheme are only exemplars. Where possible, the range of accepted responses is indicated, but because many questions are open-ended in their nature, alternative answers may be equally credit-worthy. The degree of acceptability is clarified through the Standardisation Meeting and subsequently by telephone with the Team Leader as necessary.

Question 1

(a)   Candidates should show an awareness of the concept of regeneration in the context of cities
and towns and the need to improve/review/revitalise certain older areas such as those on the
fringe of the CBD of formerly industrial areas/former inner city areas. Similarly there should
be a perception of what makes regeneration an issue – whether we should focus resources in
such areas; the way in which it should be done relating to the nature of new developments –
their appearance, cost, who benefits, what land uses result.

Figure P1a suggests areas such as that being studied are those very areas which current
Government believes should be targeted and a response to years when such locations were
struggling for survival – becoming vast areas of wasteland following a mass exodus of people
and businesses - hint here is that this process can be reversed.

Reference to own fieldwork may relate to idea of investigating controversial issue; initial
stimulus apparent – awareness of match between regeneration and local area; own experience
of setting up fieldwork in alternative area and application to this study area.

Level 1   Defines concept of regeneration
                 Perhaps describes information in **Figure Pla** in detail (elements separate)
                 No reference to own fieldwork.

(1 mark)

Level 2   Relates regeneration concept to **Figure Pla**
                 Links to objectives
                 Perceives that issue can be considered in context of study area.
                 Awareness of **issue** and its controversial nature for top of level.
                 Implicit reference to own fieldwork or explicit but token
                 reference to own fieldwork.

(2-3 marks)

Level 3   Clearly relates regeneration **issue** to **Figure Pla** and objectives.
                 Some debate/discussion acknowledging controversial nature of issue.
                 Clearly aware of appropriate nature/location of study area.
                 Explicit reference in a meaningful way to own fieldwork.

(4 marks)
Max. Marks 4

(b)   Shows where it is if city not known to investigator (1)
Identifies commercial use which was focus of study – ie central area (1).
Shows part of Birmingham's CBD (1) and so makes it more manageable/total CBD would be
too big (1).
Shows **individual** buildings to allow up to date mapping (1).

Max. Marks 2

Question 2

(a)

Buildings	Environment
Excellent quality	A real sense of space, in serene
Aesthetically pleasing	surroundings.
In keeping with initial styles/	Interesting and very attractive pavement
Surroundings	design using varied materials –
Attention to detail in very interesting	e.g. coloured bands.
Design.	Imaginative
Building materials varied and	Possible use of water features,
Complement each other.	Landscaping – trees, shrubs.
	Street furniture is carefully designed,
	attractive not just functional.

Descriptors need to use **Figure P9** as a guide and consider relative quality; building materials; overall appearance; attention to detail for buildings and reference to level space/noise; design/materials of pavements; use of additional features to enhance quality; nature of street furniture and relative quality for environment.
Must be in correct column.
4 x 1 per valid descriptive point.
Maximum 3 on either buildings or environment.

(4 marks)

(b)   √ (d)
Locations are unevenly spread (1) and so some areas are excluded almost completely (1) e.g. area between Granville Street and Canal and Canal and Suffolk Street Queensway (1) whilst other areas appear over represented (1), e.g. Brindley Place and Broad Street (1). Appears to be some attempt to cover whole of Broad Street (1) but this is not represented elsewhere indicating bias in the sampling methods (1) or improvements to sampling.

√ (t)
Improvements relating to time of day – all at the same time; different days – average; longer time, etc.

√ (s)Improvements likely to relate to more even coverage (1) by a systematic sampling (1) which could be further explained (up to 2 marks). Random also valid 6 x 1 (max 4 on any part). Allow up to 3 reference to own fieldwork.   *(6 marks)*

(c)   Can justify questionnaire as a whole or select individual questions.
As a whole eg questionnaire a useful guide to whether or not regeneration has been successful – objective 3 (1) as it indicates whether businesses have been attracted in (1) which would replace those lost as part of strategy (1).

Individual Questions

E.g. **Question 2** seeks to determine whether Broad Street location has been attractive
enough to encourage a shift from elsewhere (in Birmingham) (1) or encouraged
expansion again suggesting success of regeneration (1).
Question 1 looks at length of time business been present which is useful for objective 1
(1) which seeks to determine extent of change over time (1).
Question 3 seeks to look in depth at reasons for locations (1) and assess whether
regeneration and focus on area for entertainment was instrumental in attracting potential
business people (1).
Question 4 clearly indicative of success or otherwise of a change which is clear reference
to aim and title (1) if business owners indicate swing profit/customers, perceive it as a
successful area with much to offer instead of run down.

Practical problems √ (p)
Refusal rate/too busy (1)
Of conducting questionnaire in day when many premises closed (1), as this is the
entertainment area which especially comes to life at night (1);
Of locating person able to answer questions ie owner, manager etc. of coping with some
chains e.g. hotels where may be nobody present in a position to respond to questionnaire;
Of time lost whilst passed from person to person.
1 + 1 per elaborated developed point.
1 per basic, undeveloped point.
Maximum 4 on either justification or practical problems.
Allow up to 3 for own fieldwork.
Focus on improvements, e.g. time, throughout day.

(6 marks)

Question 3

(a)(i)   Photographs indicate a range of characteristics:-
buildings of mixed design – height, style indicating piecemeal building – primarily warehouses and large old factories. Many in a state of advanced disrepair – clearly neglected ... and even derelict – e.g. large factory in location B – many windows broken. Buildings lack maintenance – clear evidence of water marks on many of C.

Environment in similarly rundown state – overgrown paths in some cases, 'kerbs' lining canal unkempt as is path itself – areas deserted indicative of lack of use, interest, investment. Appears grimy as do buildings, materials piled up on wharf – B add to chaotic nature of area – seen 'better days'.

Map shows dominance of 3/4 land uses – zonation clearly apparent.
- Transportation in context of canals and railways and associated links to point
- Industry especially on north side of Broad Street in middle and similarly to the south side. In each case, industry is not predominant adjacent to Broad Street itself. Industry appears in form of things such as saw mills, twine works, bedstead works, engineering, relatively heavy industry
- Public buildings feature significantly, largest being on eastern side near CBD core whilst
- Commercial seems to feature predominantly along Broad Street, especially further west – away from CBD core ... suggesting its role as a shopping street.

There is some land which is unused, mainly along Broad Street itself suggesting perhaps some clearance.
Open space is infrequent and is only really found on Broad Street near the centre.
Residential is also little represented – only really present to western end of Broad Street.

      Level 1   Description of either photographs and / or land use map.
                      Possible attention to detail
                      Indiscriminate inclusion of information in relatively random sequence.

(1-3 marks)

      Level 2   Begins to target information
                      Will use photographs and/or land use map
                      to make points relating to characteristics of area
                      Prior to regeneration.
                      Organisation may be in form of photographs/map
                      Generalised reference to evidence.
                      Builds up partial picture of area prior to regeneration –
                      allows it to be partially visualised.

(4-6 marks)

Level 3   Clearly targets information.
                 Uses photographs and land use maps but there will probably still be
                 imbalance overall.
                 Clearly makes point relating to characteristics of area before
                 regeneration in organised, purposeful account which relates to
                 description rather than resources.
                 Allows area to be clearly visualised as a result of portrayal in response.
                 Some specific reference to evidence.
                                                                              (7-8 marks)
                                                                          Max. 8 marks

(a) (ii)   6 x 1 marks per valid label – which must be appropriately arrowed to visible
                 feature. Allow function if clear.
                 Label must show change – **either** by positive comparative labels on each
                 photograph **or** text which makes change clear on one photograph
                 Maximum 4 for buildings or environment.
                 Labels for buildings likely to relate to:-
                 age, building style; building quality, building materials
                 Labels for environment likely to relate to:-
                 quality/neatness; nature of appearance; street furniture landscaping.
                 √ (b) building √ (e) environment
                                                                              (6 marks)
                                                                          Max. 6 marks

(a) (iii)   Candidates should realise immense change between 1947 and 1994 i.e. before
                 regeneration and during earlier styles of it.
                 Industry and canal/railway orientated transport disappeared to be replaced by

                 • car parks throughout area indicative of importance of road/private transport;
                 • large buildings in north for family entertainment/entertainment for all ages;
                 • offices as a prime feature – especially in area of Brindley Place, but not
                   exclusively here;
                 • residential area in vicinity of this on former industrial land;
                 • many vacant plots .... this and proposed nature of many offices/residential
                   indicate
                 • area in state of flux ... rapid transition from earlier status to current one
                 • increase in pubs/clubs/eating locations.

                 Comment likely to consider:-   nature/type of changes;
                                                      extent/scale of change;
                                                      reason for change;
                                                      dominant land uses – then/1994
                                                      interim/transitional period.

Subsequent changes between 1994 and 2002 consolidate earlier trend but clearly further changes occurred:-

- fewer vacant plots as regeneration progresses;
- Brindley Place indicated as exclusive office development; but in fact this area has been a mixture of this, hotels, bars, restaurants.
- Broad Street's south side is now dominated by this type of adult entertainment and a clear change has occurred over time, the loss of retailing, offices here and the much clearer recognition of a zone dominated by a particular land use.
- residential land use no longer confined to area near Brindley Place.
- Extension along Broad Street on southern side
- Increase in number of hotels on more peripheral locations.

These clearly follow initial trends and there is much evidence for continued change and consolidation of earlier implications ... offices, entertainment ... which have accelerated. In addition, there are further changes – Broad Street as an evening entertainment venue; the presence also of a similar area within Brindley Place, the extension of the regenerated area along Broad Street away from the core of the CBD.

Level 1   Describes information shown on maps.
               May make simple reference to changes;
               or may describe maps individually with changes only implicit.
                                                                      (1-3 marks)

Level 2   Begins to target information so that focus is clearly on changes.
               Will begin to use evidence from map, albeit in a generalised way.
               Will offer either some comment and/or assessment of extent of continued change, may focus much more on one period of change than the other.
               Will seek to provide overview.
                                                                      (4-6 marks)

Level 3   Clearly targets information so that changes are clearly considered.
               Map evidence used which is specific and designed to support points being made.
               May focus more on one period of change than the other, but greater balance apparent.
               Seek to provide overview.
               Will offer some comment and assessment of extent of continued change.
                                                                      (7-8 marks)
                                                                      Max 8 marks

(b) (i) A   - bridge across main road.
             B   - offices
             C   - residential
             D   - multi-storey car park
             E   - hotel
             5 x 1 mark   *(5 marks)*

(b) (ii)   **Figure P4** clearly indicates presence of very large, usually modern buildings near the core.
Whilst still large, buildings at Brindley Place are not as large and those in bottom right are older.
Tallest buildings tend to be nearest centre – but this is only present on right side (south) of Broad Street. Along this side of Broad Street character does appear to change markedly with smaller buildings generally, older car parks seem to be present generally further from the core.

Figure P5 shows clear changes in characteristics:-
The grey monotonous concrete unique only to the library which is the most central and relatively old ... characteristics of earlier redevelopment, now quality showing impact of time:
the tallest building also near centre – office block at site 14; but this time of better quality; newer large and prestigious building at either 2 and especially 3 ... which are hotel and I.C.C., and 4 N.I.A. ... next building along although relatively distinct, older buildings appear further away – e.g. Brasshouse pub at site 13 (part of original building, now renovated).
‘Mid’ distances generally reveal best quality buildings – Brindley Place development – use of varied materials, including different coloured bricks, different design windows and buildings.
Quality and appearance of buildings at further end of Broad Street are in contrast ... as is function, large UGC cinema, smaller offices and large shop (similar) where quality of upper storeys clearly of lesser quality than ground floor which is not the case nearer the centre.

Much potential information here and diverse responses likely.
Answers must focus on **buildings** (not environment) and must be using information observable from **P4** and **P5.**

Level 1	Describes characteristics of building/land use Possibly detailed description May use one of resources only	
		1-3 marks
Level 2	Begins to focus on changes with distance Will refer to both resources Will offer some reference to evidence, albeit generalised.	
		4-6 marks
Level 3	Clearly considers how buildings/land use change with distance Uses both resources Specific evidence from photographs offered in support.	
		7-8 marks **(8 marks)**

(b) (iii)   There will be a difference in the land use;
Basic, open hypothesis – 1 mark.
There will be a difference in the relative importance of functions in different sections of Broad Street.
Places to eat dominate more distant locations whilst hotels are more important in middle section and bars near centre.
More focused, specific, closed, directional hypothesis – 2 marks.

(2 marks)

(b) (iv) $\dfrac{9 \times 17}{33}$ - 1 mark

4.64 – mark } within expected frequency contingency table

$\dfrac{(8 - 4.64)^2}{4.64}$ -1 mark – within initial equation (if Figure 4.64 wrong above but

get correct idea – credit – ie 'E' value in correct place.

+ 2.43 - 1 mark – result of above

(3 marks)

(b) (v) χ^2 valve of 7.48 is less than the critical values of 9.49 and 13.28 (1) at 95% and 99% levels of significance (1) null hypothesis accepted/ expected hypothesis rejected (1) as too much uncertainty, results could have occurred by chance; differences not clear enough between different areas (1).

(3 marks)

(c) (i)   1 mark for quality decay index.
1 mark for proportional square – pedestrian count
1 mark for 3 score of +1
1 mark for score of 0+ -1   *(4 marks)*

(c) (ii) Question clearly relates back to objective 3 and a link needs to be made with this ... and a perception of how each of the three indices can be useful in evaluation.
Quality decay index score of buildings generally low indicative of success and good quality, but are some exceptions – notably Library built prior to current regeneration, the buildings along parts of Broad Street, e.g. older furniture store or off the main road – site 11.

Quality decay index score of environment also generally low, but less so than buildings indicating less relative success. High quality apparent in named areas where large clearance has occurred allowing completely new environment to be created, e.g. Brindley Place, canal side location, whilst scores higher along main roads due to traffic, noise and a more confined environment as shown by divergence bar graphs, e.g. study sites 8, 9, 10, 12 along Broad Street whereas bars all positive for sites 4,6,7 and indeed some more central areas such as near 1,2 and 3 where spacious environment generally or attempts to improve pavements, street furniture.

May refer separately to divergence bars or integrate with q/d index. Pedestrian counts show variable use ... busiest sites nearest centre and certain attractions, e.g. National Sea Life Centre and Cinema (8). However, these may not be reliable as measures of success as some areas automatically attract fewer people eg 11; others may be put off by weather e.g. canal-side location and area of Brindley Place – 15 and 6, whilst others may have generally low daytime usage e.g. parts of Brindley Place, Broad Street where there are many bars and places to eat indicating prime function during evening. Areas near indoor activities relatively busy 8, 5, 4, due perhaps to the weather. ICC quiet, perhaps as nothing on.

Comment may relate to contrast spatially
Reasons
Reliability of data
But must relate to the exact (?) regeneration has been successful

Level 1	Describe some components of the map Possibly in detail Possibly sees each of them in isolation.

(1-3 marks)

Level 2	Begins to target information to question. Some generalised use of evidence. Considers 2 out of 4 criteria. Perceives link tentatively to assessment of regeneration. Clear structure and some possibly tentative/implicit evaluation.

(4-6 marks)

Level 3	Clearly targets information to question. Specific use of evidence. Considers 3 out of 4 criteria. Clearly appreciates link between data and usefulness in assessing Success of regeneration. Clear purposeful structure with explicit evaluation and potentially further comment.

(7-8 marks)
Max 8 marks

Question 4

Level 1   Simple statements made with reference to objectives or overall aim. May focus more on some aspects than others, e.g. delimitation by land use. May jump about, be poorly structured. No reference to own fieldwork experiences in a meaningful way with regard to title. Lacks awareness of limitations or may refer to limitations only and neglect to summarise findings.   *(1-3 marks)*

Level 2   Some development of statements. Refers to all objectives (perhaps in varying detail) and in appropriate order or clear reference to aim/title. May make intermittent reference to evidence or refer in a generalised way. Will show some awareness of reliability of findings/limitations and will show own experience. Will refer to own fieldwork with regard to, e.g. limitations / improvements or extensions and reference will be meaningful to this enquiry not just descriptive of own fieldwork.   *(4-7 marks)*

Level 3   As Level 2, but will refer precisely and specifically to data collected as evidence. Will be clearly aware of limitations. Will realise extent to which aims have been realised. Will be critically evaluative of enquiry. May suggest meaningful extensions(s) of study. Will clearly be applying own experiences of fieldwork/enquiry –e.g. to limitations / improvements, an awareness of extent to which aims been fulfilled; means of extension. Fieldwork will be **applied** in a relevant manner to **this** enquiry.   *(8-10 mark)s*
                                                                                                 Max 10 marks

N.B. Fieldwork experience must be used in a way relevant to this enquiry. The conclusion here relates to this enquiry – it is not an opportunity for the candidates to conclude their own enquiry experienced during Fieldwork

Maximum 7 if no reference to own fieldwork.

Question 5

(a)   Open, basic, general underdeveloped question, issue, problem, hypothesis – 1 mark
e.g. housing is upmarket.
Specific, clear, targeted (directional) hypothesis, question, issue or problem – sees
beyond building fabric (up to 2 marks).
E.g. housing appears of high quality which will change characteristics of residents in the
area.

√ (j) Justification should be in the context of. The components of regeneration (1) which
go beyond just economic (1); the explicit statement in **P1b** which indicates intention to
provide housing in area of renewal (1)
The comments in **Pla** relating to the demand for housing (1) and the dilemma as to where
to place new houses (1), i.e. on greenfield or brownfield sites such as Broad Street (1)
maximum 2 for hypothesis; maximum 4 for justification.

(5 marks)

(b)   √ (p) Primary data could include an assessment of building characteristics relating to
materials, design, size, number of storeys etc.
There may be reference to environmental features but these must be different to those
already considered or clearly adapted for housing survey e.g. amount of personal space;
attractiveness of canal side location. A different scoring system must be used to be
creditworthy.
Questionnaire would be most obvious approach considering such information as why
people moved to the area; their socio-economic characteristics.

√ (s) Secondary data most obviously would relate to census data and valued criteria could
be suggested e.g. job type, level of car ownership age structure, etc.
Could also consider estate agent information – houses for sale; developers' adverts;
newspaper adverts; planning office information relating to intentions regarding housing
development.

Reference may be made to sampling methods to be adopted e.g. systematic
e.g. every ninth house for questionnaire with contingency plans noted for refusal/if out;
enumeration distinct level for census ... with word comparison to consider extent to
which housing in study area is atypical of area as a whole.

Data collection suggested **must be** valid for hypothesis, question issue or problem
suggested in (a).
Maximum 6, minimum 2 for either primary or secondary data
Maximum 3 in terms of the topic in question.   *(8 marks)*