

General Certificate of Education
June 2004
Advanced Level Examination



**GEOGRAPHY (SPECIFICATION A)
Unit 7**

GGA7/PM

No additional materials are required.

To be issued to candidates on or after 1 May prior to the examination.

Pre-release material

Instructions

- This material must be kept **unmarked** for use in the forthcoming examination.
- The centre 4-page section of this booklet contains coloured photographs, which can be detached.

Advice

You should use the information contained in this booklet to become familiar with the aim, methods and data provided. Methods of data presentation should be considered and subsequent analysis and conclusions drawn. Enquiry related issues should be explored. You should use your own experience of fieldwork.

SECTION A

TITLE OF ENQUIRY

What impact has urban regeneration had on the Broad Street section of Birmingham's central area?

AIM

The aim of this enquiry is to determine the nature and impact of the urban regeneration and evaluate its success.

In order to complete this enquiry, a number of objectives can be identified.

- Objective 1. To determine how land use has changed over time.
- Objective 2. To determine whether the scale and nature of the impact varies with distance from the central business district core.
- Objective 3. To evaluate the success of regeneration using data collected as evidence.

BACKGROUND INFORMATION

Urban regeneration is a significant current issue. **Figure P1a** contains comments relating to the so called 'urban summit' meeting held in Birmingham on 31 October 2002, whilst **Figure P1b** is an extract from the 1993 Birmingham Unitary Development Plan outlining its key aims and features.

Birmingham City had a population of 961,041 in 1991 and 977,091 in 2001. Birmingham's city centre is divided into seven sections for planning purposes. The study area considered in this study lies within the International Convention Centre and Broad Street Quarter as shown in **Figure P2**. The study area was initially derived using the area covered by the Goad Plan in 2001.

Figure P1a:

Quotes from the Deputy Prime Minister regarding planning issues.
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CITY CENTRE	
<i>Policy Statement</i>	
<i>Overview</i>	
<p>15.4 Over the plan period the nature of Birmingham City Centre will change fundamentally. The construction of the International Convention Centre (ICC), National Indoor Arena (NIA) and new visitor facilities, together with the adjacent associated complementary developments has provided major attractions for both existing residents of the City and visitors alike. The proposed redevelopment of the Bull Ring Shopping Centre, Martineau Galleries and the continued growth in office and service sector employment as well as new residential accommodation (“City Living”) will create a very different pattern of activity in the City Centre.</p> <p>15.5 The overriding aim of the plan is to welcome and encourage activity within the City Centre. Underpinning the City Centre’s ability to attract and sustain more activity are two major considerations. Firstly, the City Centre must be highly accessible and secondly people must find an attractive and safe environment within the City Centre to which they will wish to return on a regular basis.</p>	<p>15.6 Such is the intensively developed nature of the built environment in the City Centre that the supply of vacant land available for immediate new development is severely limited. The emphasis of future development opportunities will therefore be based upon:</p> <ul style="list-style-type: none"> ● the refurbishment of existing premises which contribute to the townscape quality of the City Centre; ● the redevelopment of existing premises; ● the extension of Central area functions over a wider area – up to and including land adjacent to the Ring Road. <p>15.7 Development will also reflect the need to:</p> <ul style="list-style-type: none"> ● enhance and protect the unique characteristics of the various quarters of the City Centre; ● create additional leisure/tourism facilities and major visitor attractions based on the industrial and social heritage of the City Centre; ● provide additional residential development ● create new, and protect and enhance existing, public open spaces and make better use of existing streets and canalsides as pedestrian routes.

Figure P1b**Turn over ►**

DATA COLLECTION

Figure P3 shows photographs of three locations before and after regeneration. The situation of these is shown in **Figure P2**. An aerial view of much of the study area, taken in the late 1990's (except the south western section of Broad Street) is shown in **Figure P4**. Photographs of the fifteen study sites and two others in the area are shown in **Figure P5**. **Figures P3, P4 and P5** can be found in the centre of this booklet.

A land use map of the area before regeneration (1947) was obtained (**Figure P6**) and also a Goad Plan for 1994 showing the function of each unit (**Figure P7**). This was the first year a Goad Plan had been produced for the study area. A ground floor land use survey was conducted in October 2002 of the area approximately covered by the 2001 Goad Plan. The results of this survey are shown in **Figure P8**.

Figure P5 shows the fifteen sites throughout the study area where a building and environmental survey was conducted. This survey involved applying a quality decay index on a scale of 1–10. **Figure P9** gives descriptors for two of the scores, whilst the results can be seen in **Figure P10a**.

Quality Decay Index	Buildings	Environment
4	Good quality building. Building materials attractive. Interesting design. Well maintained – no signs of deterioration.	A safe area, spacious and quiet. Pavements attractive – some imagination in design. Some non-essential street furniture. Overall, aesthetically pleasing.
7	Below average quality for area. Building materials not stimulating. Unimaginative design. Some signs of deterioration – e.g. water marks, pieces worn away.	Poor quality – noisy, limited in space; potential hazards – probably traffic. Standard pavements. Essential street furniture only. Functional in appearance/ characteristics.

Figure P9

In addition to the environmental quality decay index, an assessment was made of the nature and condition of pavement, amount and type of street furniture, amount of landscaping, apparent safety level, level of noise and sense of space. This was scored on a scale of –2 (very poor) to 0 (average) to +2 (very good). **Figure P10b** presents the results of this survey.

To assess the intensity of use of the different locations, a 5 minute pedestrian count was carried out at each of the study sites. The investigation counted every person passing on the side of the road where the count was conducted (or an area of similar width where the area was pedestrianised). The pedestrian counts were carried out in numerical order on a Wednesday between 10.00 and 16.00 hrs. in October 2002 with rain falling heavily (except at study sites 1 and 2). The results of the pedestrian count survey are summarised in **Figure P10c**.

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Figure P6:

Historical land use map of Birmingham's Central Area (1947) using original classification. Has not been reproduced here due to third-party copyright constraints.

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Figure P7:

Land use map of Birmingham's Central Area before regeneration.

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Figure P8:

Land use map of Birmingham's Central Area for 1994.

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Study site	Quality Decay Index		Environment Survey							Pedestrian Count
	Building	Environment	Nature of and condition of pavements	Amount and type of street furniture	Amount of landscaping	Apparent safety level	Level of noise	Sense of space		
1	7	4	+1	+1	+1	+1	+2	+1	168	
2	2	3	+2	0	+2	+1	+1	+1	197	
3	2	2	+2	+1	+1	+1	+1	+2	18	
4	2	1	+2	+1	+1	+2	+2	+1	110	
5	2	2	+2	+1	-1	+2	+1	-1	135	
6	1	1	+2	+2	+1	+2	+2	+1	85	
7	1	3	+1	+1	+1	+2	+1	+1	10	
8	4	8	0	0	-2	-2	-2	-1	155	
9	1	6	+1	+1	+1	-1	-1	-1	102	
10	6	6	0	+1	-2	-1	-1	-1	64	
11	6	5	-1	-1	-2	+1	+1	-1	5	
12	5	5	+1	+1	-2	+1	-1	0	51	
13	1	4	+1	+1	+1	+1	-1	0	29	
14	3	6	+1	0	+1	+1	-1	0	163	
15	2	1	+1	+1	+1	+1	+2	+1	18	

a

b

c

Figure P10

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