

## Mark Scheme (Results) Summer 2010

GCSE

GCSE Geography (1313) Paper 1F

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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.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:

*i)* ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear

*ii) select and use a form and style of writing appropriate to purpose and to complex subject matter* 

*iii) organise information clearly and coherently, using specialist vocabulary when appropriate.* 

| Question<br>Number | Answer              | Mark |
|--------------------|---------------------|------|
| 1(a)               | On brownfield sites | (1)  |

| Question | Answer   | Mark |
|----------|--|------|
| Number   |  |      |
| 1(b)     | Brownfield = Land that has been built on before (1)                    |      |
|          | Greenfield = Land that has not been built on before (1)                |      |
|          | Green belt = Land where unsuitable development will not be allowed (1) |      |
|          |  | (3)  |

| Question<br>Number | Answer   | Mark |
|--------------------|--|------|
| 1(c)               | Housing that is subsidized (1)<br>Housing that is below the market rate/price (1)<br>Low cost housing that is aimed at / designed for / provided for<br>people on low pay / first time buyers / key workers (1)<br>Do NOT accept just "low cost / inexpensive / cheap housing"<br>OR "low cost housing that people on low pay can afford"<br>Also accept a definition of a particular type of affordable housing:<br>e.g.<br>Housing which is cheap because you can buy only a part<br>of it from a council/housing association) (1)<br>OR Housing which is cheap because you can buy only a part<br>of it and pay rent on the rest (1)<br>OR Housing which is suitable for people on low pay because you<br>can buy only a part of it and pay rent on the rest (1)<br>Council/social housing provided at a low rent (1)<br>OR accommodation provided _at a low rent by a housing association<br>/ registered social landlord / RSL (1)<br>Do NOT accept just "council/social housing" |      |
|                    |  | (1)  |

| Question<br>Number | Answer                                     | Mark |
|--------------------|--|------|
| 2(a)               | Planned (1)<br>Money (1)<br>Greenfield (1) | (3)  |

| Question<br>Number | Answer   | Mark |
|--------------------|--|------|
| 2(b)               | They were designed to be self-sufficient towns<br>OR meant to provide residents with homes and jobs (1)<br>but many residents commute to (or work in) London (1)<br>Do NOT accept "there are no jobs in New Towns"<br>Instead of the first point accept for 1 mark a problem caused by<br>this commuting:<br>e.g. road traffic congestion (1)<br>air/noise pollution (1)<br>overcrowded trains (1) |      |
|                    |  | (2)  |

| Question<br>Number | Answer                            | Mark |
|--------------------|-----------------------------------|------|
| 3(a)               | 404 (people) per sq. km           |      |
|                    | 0 mark for just 404 or 404 people | (1)  |

| Question<br>Number | Answer                             | Mark |
|--------------------|------------------------------------|------|
| 3(b)               | People living in the same dwelling | (1)  |

| Question<br>Number | Answer   | Mark |
|--------------------|--|------|
| 3(c)(i)            | Increase (1)<br>Married couple (1)<br>One person (1) | (3)  |

| Question | Answer  | Mark |
|----------|---|------|
| Number   |   |      |
| 3(c)(ii) | Do not accept explanations for trends other than the three identified in 3(c)i and given below  |      |
|          | Increase in total number<br>Population growth OR increased birth rate OR greater life<br>expectancy OR increased immigration (1)<br>More people living alone so total number increases (1)<br>OR more people divorcing so total number increases (1)<br>More people buying second homes (as incomes rise) (1) |      |
|          | Decrease in married couple households<br>Higher divorce rates (1)<br>Increase in cohabiting couples (1)<br>Religious/moral decline (1)<br>Do NOT accept "fewer people getting married"  |      |
|          | Increase in one person households<br>Young people wanting greater independence (from parents) (1)<br>Greater life expectancy / more pensioners (1)<br>More divorcees (1)  |      |
|          | Do NOT accept same point twice (e.g. more people divorced)<br>Max 2 on any one trend<br>Max 1 for reasons that candidate does not link to a named trend   |      |
|          | Accept the general point:<br>They are <b>projections</b> of existing trends (1)   | (3)  |

| Question | Answer  | Mark |
|----------|---|------|
| Number   |   |      |
| 3(d)     | It suggest the numbers of new dwellings that will need to be built<br>in future(1)<br>It suggest the different types/sizes of new dwellings that will need<br>to be built in future (1) |      |
|          | Accept answers that focus on a specific example:<br>e.g. It shows they will need to build more flats for one-person<br>households in future (1)   | (1)  |

| Question<br>Number | Answer  | Mark |
|--------------------|---|------|
| 4(a)               | Semi-detached and terraced (1)<br>OR terraced and semi-detached (1)<br>Both types are needed for the one mark | (1)  |

| Question<br>Number | Answer  | Mark |
|--------------------|---|------|
| 4(b)(i)            | Housing owned by council /government / housing association (1)<br>Housing rented from council /government / housing association (1) |      |
|                    | Accept council housing (1)<br>Do NOT accept just "rented housing"   | (1)  |

| Question | Answer  | Mark |
|----------|---|------|
| Number   |   |      |
| 4(b)(ii) | The amount of decent social housing increased (1)                                       |      |
|          | from 49/50% to 64/65% homes (1)<br>OR by 14/15/16% (1)                                  |      |
|          | Instead of the first point above, accept:<br>The quality of social housing improved (1) |      |
|          |   | (2)  |

| Question<br>Number | Answer         | Mark |
|--------------------|----------------|------|
| 4(c)(i)            | Private rented | (1)  |

| Question<br>Number | Answer  | Mark |
|--------------------|---|------|
| 4(c)(ii)           | Question asks for main changes - do not credit descriptions of minor ones   |      |
|                    | eg<br>It Increased (continuously) (1)<br>from 32% (in 1951) to 70/71/72% (in 2005) (1)<br>It grew more rapidly after 1981 (1)<br>It grew more slowly after 1991 (1) |      |
|                    | MAX 2 marks if no data (percentages) included   | (3)  |

| Question<br>Number | Answer  | Mark |
|--------------------|---|------|
|                    | Post-war house building programme (1)<br>Rising incomes (1)<br>Rising aspirations (1)<br>OR increased desire to buy property as an investment or for<br>greater financial security (1)<br>Increased costs of private rented (1)<br>OR relaxation of rent control (1)<br>Right to buy council-housing (from 1981) (1)<br>OR sale of council houses to tenants (from 1981) (1)<br>Greater availability of mortgages (1) |      |
|                    | Credit other valid points<br>eg link to changes in government in 1951 (Conservatives started a<br>big house-building programme) and 1979 (Conservatives<br>introduced right-to-buy for council tenants)<br>Do NOT accept "owner-occupation increased because social renting<br>decreased"   |      |
|                    |   | (2)  |

| Question<br>Number | Answer  |      |       | Mark |
|--------------------|---|------|-------|------|
| 5(a)               |   |      |       |      |
| - ()               |   | True | False |      |
|                    | All homeless people were rough sleepers   |      | Х     |      |
|                    | Local councils placed 105,000<br>households in temporary accommodation                      | Х    |       |      |
|                    | The main cause of homelessness was<br>partners splitting up                                 |      | Х     |      |
|                    | 16% of homelessness was because people<br>got behind with the payments for their<br>housing |      | х     |      |
|                    | About 0.8% of households in the West<br>Midlands were homeless                              |      | х     |      |
|                    | The region with the lowest amount of<br>homelessness was the South West                     |      | х     |      |
|                    | Six correct = 3 marks; four or five correct<br>two or three correct = 1 mark; one correct   |      |       | (3)  |

| Question<br>Number | Answer      | Mark |
|--------------------|-------------|------|
| 5(b)(i)            | Six (times) | (1)  |

| Question<br>Number | Answer  | Mark |
|--------------------|---|------|
| 5(b)(ii)           | Houses are now very expensive for first time buyers | (1)  |

| Question<br>Number | Answer | Mark |
|--------------------|--------|------|
| 6(a)               | 2005   | (1)  |

| Question<br>Number | Answer  | Mark |
|--------------------|---|------|
| 6(b)               | May be expensive to buy (1)<br>May be contaminated/polluted (from its previous use) (!)<br>May be expensive/time-consuming to clean up / prepare (1)<br>Site access may be difficult in (inner) urban areas (1)<br>Site may not be in a location where people will want to live (so<br>the houses may not sell) (1)<br>VAT has to be paid on the redevelopment (1)<br>The question is about disadvantages for developers/builders.<br>Do NOT accept other sorts of disadvantage:<br>e.g. habitats destroyed; local residents disturbed by noise |      |

|                    |  | (3)  |
|--------------------|--|------|
| Question<br>Number | Answer   | Mark |
| 7(a)(i)            | Value of their houses may fall (1)<br>It will encourage urban sprawl (1)<br>Large scale of the development will destroy the environment (1)<br>Loss of animal habitats / decrease in biodiversity (1)<br>Spoiling scenery / visual pollution (1)<br>Noise/air pollution from (increased) traffic / building work (1)<br>(Increased) road/traffic congestion (1) OR road accidents (1)<br>(Increased) pressure on local services e.g. schools (1)<br>(Increased) flood risk (1) |      |
|                    | MAX of 1 mark for alternative solutions:<br>Empty housing in towns should be used instead (1)<br>Brownfield sites in towns should be redeveloped instead (1)<br>Do NOT accept vaguer answers such as "environmental damage",   |      |
|                    | "loss of countryside", "pollution" or "congestion/overcrowding".<br>Do NOT accept just "because they are NIMBYs"<br>OR "loss of jobs to newcomers"   |      |
|                    | Do NOT accept statements from the list in Q7(b):<br>"If you run out of petrol it will be a long way to an eco-town",<br>"Walking and flying will be only ways of travel to an eco-town",<br>"Roadworks will delay traffic when an eco-town is being built",<br>OR "Cars will be kept out of eco-towns"   |      |
|                    | · · · · · · · · · · · · · · · · · · ·  | (3)  |

| Question<br>Number | Answer  | Mark |
|--------------------|---|------|
| 7(a)(ii)           | They might get rich by selling their land to developers * (1)<br>Their children cannot afford to buy a house here unless more<br>homes are built * (1)<br>OR will have to leave the area if more homes not built * (1)<br>They may get employment in the eco-town* (1)<br>They will get access to more services/facilities (must give an<br>example: e.g. hospital/cinema) (1)<br>They may have a business which will get more custom (1)<br>Many people are homeless (1)<br>OR there is a need for more affordable housing (1)<br>OR it will provide affordable housing (1)<br>Rural house prices rose more quickly than urban ones recently (1)<br>Some green belt land is of low environmental quality (so it doesn't<br>matter if it is built on) (1)<br>OR Eco-town may be built on brownfield land in the green belt (1)<br>Do NOT accept just "eco-town will be environmentally-friendly"<br>BUT award marks for possible examples:<br>e.g. it will have zero-carbon housing (1), it will use renewable<br>energy (1), it will help combat global warming (1), it will<br>emphasise public transport / cycling / walking (1)<br>Accept the argument that NIMBYs should be less selfish but ONLY IF<br>a selfish reason is not credited above (see * above) |      |

|          |  | (2)  |
|----------|--|------|
| Question | Answer   | Mark |
| Number   |  |      |
| 7(b)     | An eco-town will have to keep cars out if it is to be truly environmentally-friendly |      |
|          |  | (1)  |

| Question<br>Number | Answer  | Mark |
|--------------------|---|------|
| 8(a)               | Use empty houses (1)<br>Discourage ownership of second homes (1)<br>Encourage elderly people to move into smaller properties (1)<br>Build on brownfield sites in (existing) urban areas/towns/cities (1)<br>Do NOT accept "build on green belt/greenfield land", or "build<br>more social housing" (as these are not necessarily different from<br>buildings eco-towns)<br>OR "improve the energy-efficiency of existing houses"<br>Do NOT accept solutions that are not mentioned in Figure 12 | (3)  |

| Question<br>Number | Answer   | Mark |
|--------------------|--|------|
| 8(b)               | Marks are for reasons that support their stated opinion - they may agree, disagree or have mixed views. Credit any valid evidence given in support of their opinion.   |      |
|                    | Reasons For<br>England has a high and growing population (density) so it is<br>important to save land (1)<br>Makes fuller / more intensive use of spare land in cities (1)<br>Less rural/greenfield land need be lost to housing (1)<br>Flats may suit growing number of single person households (1)<br>May be more affordable than low density housing (1)<br>so may reduce homelessness (1)<br>High-rise flats have lower infrastructure costs (eg water,<br>electricity) than low density estates (1)  |      |
|                    | Reasons Against<br>High-rise flats proved unpopular in England in 1970s/1980s (1)<br>so many blocks of flats were demolished (1)<br>High-rise flats not suitable for elderly people (1)<br>due to access problems /lifts breaking down (1)<br>High-rise flats not suitable for young children (1)<br>due to lack of accessible play space (1)<br>May not save much land if green spaces are created for<br>recreation/sunlight (1)<br>New blocks may be luxury apartments which do not address<br>problem of affordability/homelessness (1)<br>Low density housing not a problem as England has plenty of open<br>space left (88% of its area) (1) |      |
|                    | Any three points (reasons for and/or against)  |      |

| Question | (3) Indicative content  |  |  |  |
|----------|---|--|--|--|
| Number   |   |  |  |  |
| 9(a)     |   | or choices.<br>id reasons for their choices.   |  |  |
|          | Criteria fr   | om Figure 10 are:  |  |  |
|          | <ul> <li>Economic - are there enough varied local job opportunities?</li> <li>Social and cultural - is it safe and inclusive with a good community spirit?</li> <li>Environmental - is it considerate to local and global environments?</li> <li>Equity - are all groups fairly catered for?</li> <li>Housing and built environment - is it well designed and built?</li> <li>Services - are they varied and locally accessible?</li> <li>Transport and Connectivity - are transport services adequate?</li> <li>Governance - is it well run and with good public participation?</li> </ul> |  |  |  |
|          | They r  | dates do NOT have to use all these particular criteria.<br>may also use other criteria (eg cost, time to complete).<br>he Information for Examiners table (at end) for more details.   |  |  |
| Level    | Mark  | Descriptor   |  |  |
|          | 0   | No rewardable material   |  |  |
| Level 1  | 1-3   | Only considers a few relevant criteria.  |  |  |
|          |   | Makes vague comments without evidence or makes simple points<br>lifted from Figures 13 - 16<br>Eg Vague:   |  |  |
|          |   | <ul> <li>Town A will have lots of affordable homes</li> <li>Town A will have lots of things for people to do</li> <li>Town B will provide many jobs</li> <li>Town B will have good transport</li> <li>Town C will be attractive to visitors</li> <li>Town C will be good for the environment</li> </ul>  |  |  |
|          |   | Eg Lifted:   |  |  |
|          |   | <ul> <li>All buildings in Town A/B/C will be carbon-neutral</li> <li>One company owns all the land so Town A can be built quickly</li> <li>Town A will have a park with chalk grassland</li> <li>Most existing hedges will be kept in Town A</li> <li>Bio-fuel may be made from waste cooking oil at Town A</li> <li>Town B will make use of a derelict quarry</li> <li>Town B will get rid of a derelict cement works</li> <li>A trust with local representatives will help run Town A/B/C</li> <li>Shipton eco-town will be self-sufficient in water</li> <li>Facilities at Town B's schools will be for community use</li> <li>Town C will use the site of an old army depot</li> <li>C will relieve the pressure for building on Stratford's floodplain</li> </ul> |  |  |
|          |   | To reach the top mark  |  |  |

|         |     | Makes several simple points   |
|---------|-----|---|
| Level 2 | 4-6 | Considers a number of relevant criteria.<br>May use more sources than Figures 13 - 16   |
|         |     | Makes a number of simple points, but also includes at least one developed point (ie elaborates with more detail, or explanation, or makes comparisons)  |
|         |     | Eg Developed:   |
|         |     | <ul> <li>Town A/B/C will have its own renewable energy supply</li> <li>Unlike Town B, no part of Town A/C is in the green belt</li> <li>Town A will have dwellings to suit all sizes of households</li> <li>Town A has the most accessible site by rail and by road</li> <li>Town A will attract firms - and therefore jobs - because of its excellent accessibility</li> <li>Town A offers a big choice of schools (5 primary, 2 secondary)</li> <li>Town A will have sustainable drainage systems that reduce runoff and encourage infiltration</li> <li>Town A has the highest proportion (40%) of affordable homes</li> <li>Town A's trust has residents who are elected so it will definitely encourage participation and growth of a community spirit</li> <li>Using treated waste water from Town A to top up water levels in the River Dever will improve biodiversity there</li> <li>Town A will provide social clubs for every age group</li> <li>Most of the green belt farmland taken by Town B will be used as a nature reserve/not actually be built on</li> <li>Farmland lost at Town B is of lower quality then that lost at A</li> <li>The anaerobic digestor at Town B could provide fertiliser for local farms or residents' allotments</li> <li>B will provide new habitats with bird and bat boxes in the trees</li> <li>Town B's trains will provide fast public transport to Oxford</li> <li>The nearness of Oxford Airport to Town B will encourage business people to locate firms there.</li> </ul> |
|         |     | <ul> <li>Town C's waste will be recycled or used for energy recovery -<br/>none will go to landfill</li> <li>The electric car pool at Town C will encourage sustainable travel</li> <li>Services at Town C are in walking distance of homes so a healthy</li> </ul>   |
|         |     | <ul> <li>Services at rown c are in waiking distance of nonies so a hearing lifestyle will be encouraged.</li> <li>Town C will be safe from traffic due to the pedestrianised CBD</li> <li>Extra tree planting at Town C/A will improve biodiversity</li> <li>The emphasis on cycleways, footpaths and accessibility of onsite services may reduce car dependency at Town C</li> <li>An eco-tourist amenity / centre for eco-town sciences at Town C will raise public awareness of green lifestyles</li> </ul>  |
|         |     | To reach the top mark:  |
|         | QWC | <ul> <li>Includes a few developed points</li> <li>Writes in sentences with a clear, structured style</li> <li>Spells, punctuates and uses the rules of grammar with some</li> </ul>   |

|                    |            | accuracy   |  |  |
|--------------------|------------|--|--|--|
| Question<br>Number | Indicative | content  |  |  |
| 9(b)               |            | d reasons for their choice.  |  |  |
|                    |            | y be the same as in 9(a).<br>ormation for Examiners table (at end) for more details.   |  |  |
| Level              | Mark       | Descriptor   |  |  |
|                    | 0          | No rewardable material   |  |  |
| Level 1            | 1-2        | Only considers a few relevant criteria<br>Makes vague comments without evidence  |  |  |
|                    |            | or makes simple points lifted from Figures 13 - 16<br>Eg Vague:  |  |  |
|                    |            | <ul> <li>Water will be used poorly at Town A</li> <li>Town A will be bad for wildlife</li> <li>The lay-out of Town B will be unpopular</li> <li>Building on green belt is wrong</li> <li>Growing bio-crops for Town B is a bad idea</li> <li>Town C would be bad for the environment</li> <li>People won't like Town C</li> </ul>  |  |  |
|                    |            | Eg Lifted:   |  |  |
|                    |            | <ul> <li>Town A will be built on Grade 3a agricultural land</li> <li>Town A will engulf the village of Micheldever Station</li> <li>Town B will be built on a quarry which is a Site of Special Scientific Interest with fossil reptiles</li> <li>Town B will be built over a quarry which is a Country Wildlife Site</li> <li>Shipton quarry has breeding birds and water fowl</li> <li>Much of Town B will be built on farmland</li> <li>Much of Town B will built in the green belt</li> <li>The Middle Quinton site only has a 'B' road</li> <li>Town C will be next to the Cotswolds AONB</li> <li>The rapid transit at Town C will be built on a greenway</li> </ul> |  |  |
|                    |            | To reach the top mark  |  |  |
|                    |            | Makes several simple points  |  |  |

| Level 2 | 3-4 | Considers a number of relevant criteria.<br>May use more sources than Figures 13 - 16   |
|---------|-----|---|
|         |     | Makes a number of simple points, but also includes at least one developed point (ie elaborates with more detail or explanation, or makes comparisons)   |
|         |     | Eg Developed:   |
|         |     | <ul> <li>Nearly all of Town A will be built on greenfield land</li> <li>Town A will destroy higher quality farmland than Town B</li> <li>Endangered species (e.g. stone curlew and brown hare) will lose their habitats if Town A is built</li> <li>Residents of Micheldever Station village will have their scenic surroundings runed by the building of Town A</li> <li>Residents of Micheldever Station village will protest because a school is to be built on the fields near their homes</li> <li>There may be social conflicts at Town A between newcomers and long-established residents of the village</li> <li>People living in Town A will just commute to London by train</li> <li>Town B will be an eyesore spoiling the green belt</li> <li>The lowest part of the Town B's site has a high flood-risk</li> <li>Some habitats at Town B's Country Wildlife Site will be destroyed so endangering rare plants and birds</li> <li>The neighbourhoods in Town B do not have good mixes of housing so this could prevent social cohesion</li> <li>Flights to and from Oxford Airport will cause noise pollution at Town B</li> <li>Town B will encourage local farmers to grow bio-crops instead of producing food</li> <li>Town C will spoil the view from the Cotswolds AONB</li> <li>Town C may have drainage problems with its clay bedrock</li> <li>Middle Quinton is the least accessible of the three towns</li> <li>There is no guarantee that Town C will get a rapid transit link to Stratford</li> <li>Town C will be a commuter settlement causing congestion and noise on small country roads</li> <li>The rare dingy skipper butterflies may lose their habitat if Town C is built</li> </ul> |
|         |     | To reach the top mark:  |
|         |     | Includes a few developed points   |

## Information for Examiners

|   | TOWN A -<br>MICHELDEVER STATION  | TOWN B -<br>SHIPTON   | TOWN C -<br>MIDDLE QUINTON   |
|---|--|---|--|
| SITE<br>• Land<br>• Relief,<br>drainage<br>and<br>geology | <ul> <li>Mostly greenfield<br/>(farmland)</li> <li>Small brownfield area<br/>(sidings)</li> <li>Not green belt</li> <li>Undulating = easy to<br/>build on</li> <li>No flood-risk (no surface<br/>streams on permeable<br/>chalk)</li> <li>Sustainable drainage<br/>systems (swales,<br/>permeable paving) to<br/>reduce run-off</li> </ul> | <ul> <li>Brownfield (old quarry)<br/>and greenfield_(farmland)</li> <li>Some housing in green<br/>belt</li> <li>Gentle slope = easy to<br/>build on</li> <li>No flood risk where<br/>housing to be built<br/>(permeable limestone)</li> <li>Land by R Cherwell has<br/>high flood-risk BUT<br/>nature reserve here to<br/>absorb run-off</li> </ul> | <ul> <li>Mainly brownfield (army depot and scrap yard)</li> <li>Some greenfield (farmland)</li> <li>Not green belt</li> <li>Flat land = easy to build on</li> <li>Poor drainage (due to clay) BUT permeable drives will reduce run-off</li> <li>Slight flood risk in north BUT ponds and reed beds to store run-off (no houses there)</li> </ul> |
| HOUSING<br>and BUILT<br>ENVIRONMENT                       | <ul> <li>12,500 new homes<br/>(most)</li> <li>24 houses per hectare</li> <li>Pop density 55 per ha<br/>(lowest)</li> <li>Traditional building<br/>styles and materials will<br/>suit local area</li> </ul>   | <ul> <li>5,000 new homes<br/>(fewest)</li> <li>27 houses per hectare</li> <li>Pop density 63 per ha</li> </ul>  | <ul> <li>At least 6,000 new homes</li> <li>25 houses per hectare</li> <li>Pop density 63 per ha</li> <li>Tile/stone building<br/>materials<br/>will suit local area</li> </ul>   |
| SOCIAL<br>and<br>CULTURAL                                 | <ul> <li>Neighbourhoods with<br/>mix of housing plus<br/>schools - should foster<br/>community spirit</li> <li>BUT may be conflicts<br/>between<br/>villagers and<br/>newcomers</li> <li>Car-free CBD = safer<br/>roads</li> </ul>   | <ul> <li>Residential areas lack<br/>mix of housing - less<br/>social cohesion</li> <li>Two 'A' roads crossing<br/>site hazardous for<br/>children</li> <li>BUT emergency services<br/>in town e.g. ambulance,<br/>fire</li> </ul>   | <ul> <li>Neighbourhoods with<br/>mix of housing,<br/>community centre and<br/>school - should foster<br/>spirit</li> <li>BUT spirit may be low if<br/>town<br/>is only a dormitory</li> <li>Car-free CBD = safer<br/>roads</li> </ul>  |

| EQUITY                      | <ul> <li>40% affordable homes<br/>(most)</li> <li>Housing for range of<br/>incomes</li> <li>Social clubs for different<br/>ages<br/>(but adult males less<br/>well<br/>served than others?)</li> </ul>   | <ul> <li>30% affordable homes<br/>(least)</li> <li>Housing for range of<br/>incomes</li> <li>and household sizes<br/>(especially</li> <li>small ones - 33% housing<br/>is</li> <li>flats)</li> </ul>   | <ul> <li>33% affordable homes</li> <li>Housing for range of incomes</li> <li>Fewer job opportunities for females? (construction and recycling emphasised)</li> </ul>  |
|-----------------------------|--|--|---|
| GOVERNANCE                  | <ul> <li>Trust with elected reps<br/>should encourage local<br/>participation</li> </ul>   | <ul> <li>Trust could encourage<br/>local participation<br/>BUT will reps be elected?</li> </ul>  | <ul> <li>Trust could encourage<br/>local participation<br/>BUT will reps be<br/>elected?</li> </ul>   |
| ECONOMIC  • Jobs and income | <ul> <li>Population seems big<br/>enough (critical mass)<br/>for economically self -<br/>sustainable town</li> <li>Good variety of new jobs</li> <li>16,250 jobs for<br/>population of 28,750 (so<br/>probably very little out-<br/>commuting)</li> <li>Great accessibility for<br/>firms - so 16,250 new<br/>jobs are feasible</li> <li>IT-based working from<br/>home</li> <li>Much prime quality<br/>Grade 3a arable land<br/>built over (400ha?) so<br/>food/ job/income losses<br/>(larger losses than at B<br/>and C)</li> </ul> | <ul> <li>Town may be too small<br/>to be economically<br/>sustainable</li> <li>Fair variety of new jobs</li> <li>Some jobs/income in<br/>quarrying</li> <li>Only 2,500 jobs for<br/>population of 11,400 (so<br/>much commuting to<br/>Oxford likely)</li> <li>Good accessibility for<br/>firms</li> <li>Some good quality Grade<br/>3 arable land built over<br/>(120 ha?) so food/ job/<br/>income losses</li> <li>Switch to bio-crops would<br/>reduce local food output</li> </ul> | <ul> <li>Town may be too small<br/>to be economically<br/>sustainable</li> <li>Fair variety of new jobs</li> <li>Only 3000 jobs for<br/>population of 15,000 (so<br/>much commuting to<br/>Stratford and<br/>Birmingham likely)</li> <li>Poor accessibility - 3000<br/>jobs and <u>e</u>conomic lift-<br/>off dubious</li> <li>BUT scope for IT-based<br/>work at home</li> <li>Little farmland lost</li> <li>Some existing jobs (in<br/>freight businesses) to<br/>continue</li> </ul> |
| • Finance                   | <ul> <li>Won't divert investment<br/>from regeneration of<br/>Portsmouth and<br/>Southampton</li> <li>No government<br/>spending on housing<br/>subsidies or<br/>infrastructure will be<br/>needed</li> </ul>  | <ul> <li>Unlikely to divert<br/>investment from<br/>regenerating other cities<br/>(as quite remote from<br/>these)</li> </ul>  | <ul> <li>Unlikely to divert<br/>investment from<br/>regenerating other cities<br/>(as quite remote from<br/>these)</li> <li>Government will get<br/>money from the<br/>development value of<br/>their former MoD<br/>property</li> </ul>  |

| TRANSPORT<br>and<br>CONNECTIVITY<br>• External | <ul> <li>Accessibility NOW is excellent (M3, 'A' roads, rail and bus)</li> <li>Local airfield (private flights)</li> <li>Great access could encourage commuting (e.g. to London) BUT few residents may need to (as many local jobs available)</li> <li>Accessibility will be improved: <ul> <li>Upgraded train station</li> <li>New rail freight</li> </ul> </li> </ul> | <ul> <li>Accessibility NOW is good<br/>(by 'A' roads and bus)</li> <li>Commercial airport<br/>readily accessible (unlike<br/>A and C)</li> <li>Accessibility will be<br/>improved:         <ul> <li>New train station with<br/>shuttle         <ul> <li>to Oxford (quicker</li> <li>than car )             <ul> <li>Park 'n ride for 500</li> </ul> </li> <li>cars         <ul> <li>Bus services to local</li> <li>towns</li> </ul> </li> <li>Quarry fill brought by rail         <ul> <li>no lorries causing</li> <li>traffic jams</li> </ul> </li> </ul></li></ul></li></ul> | <ul> <li>Accessibility NOW is<br/>poor (no 'A' roads or<br/>passenger station)</li> <li>Local airfield (private<br/>flights)</li> <li>Accessibility will be<br/>improved:</li> <li>Passenger station with<br/>rail<br/>link south and possible</li> <li>new<br/>rapid transit link<br/>north<br/>* More frequent bus<br/>services</li> <li>Car commuters may jam<br/>roads<br/>BUT funds for Stratford<br/>relief<br/>road and better access<br/>to M40</li> </ul> |
|--|---|--|--|
| • Internal                                     | <ul> <li>Priority in CBD for public transport, pedestrians, cyclists</li> <li>Bus services, cycleways and paths throughout town will encourage sustainable travel</li> </ul>  | <ul> <li>All daily needs in walking distance from housing</li> <li>Car club may reduce car use         BUT edge locations of         CBD         and park &amp; ride may         encourage         residents in west to use         cars</li> </ul>  | <ul> <li>CBD pedestrianised and<br/>each housing area easily<br/>walkable</li> <li>Electric car pool, cycle<br/>paths and shuttle bus<br/>services will encourage<br/>sustainable travel</li> </ul>  |
| SERVICES                                       | <ul> <li>Wide range of shops +<br/>market</li> <li>7 schools + their sport<br/>facilities for community<br/>use</li> <li>Community groups for<br/>all ages: e.g. cubs,<br/>teenagers, mums and<br/>toddlers, WI, U3A</li> <li>Park, playing fields and<br/>local greens for<br/>recreation</li> <li>Allotments</li> </ul>   | <ul> <li>Range of shops + market</li> <li>4 schools + their facilities<br/>(e.g. IT, sport) for<br/>community use</li> <li>Wide range of other<br/>services e.g.<br/>hotel, health centre,<br/>fire, police, ambulance</li> <li>Playgrounds, open-air<br/>gym, lake &amp; maybe<br/>marina for recreation</li> <li>Allotments and orchards</li> <li>Eco-education centre</li> </ul>  | <ul> <li>Range of shops + market</li> <li>4 schools + sport facilities<br/>of one for community use</li> <li>Range of other services<br/>e.g. medical centre, fire,<br/>police</li> <li>Possible Eden Project-<br/>style eco-tourist amenity</li> <li>Green spaces for<br/>recreation</li> <li>Allotments</li> <li>University eco-town<br/>centre</li> </ul>   |

| <ul> <li>Renewable energy -<br/>solar plus town waste,<br/>also wind</li> <li>Carbon-neutral buildings</li> <li>Few carbon emissions<br/>from cars (commuting<br/>limited)</li> </ul>   | <ul> <li>Renewable energy - bio-<br/>crops/<br/>waste plus solar &amp;<br/>ground heat</li> <li>Carbon-neutral buildings</li> <li>BUT many carbon<br/>emissions if there is much<br/>commuting by car rather<br/>than train</li> </ul>   | <ul> <li><u>R</u>enewable energy - from<br/>town waste and sewage,<br/>also solar</li> <li>Carbon-neutral buildings</li> <li><u>B</u>UT much commuting by<br/>car will increase<br/>carbon emissions</li> <li>Maybe biofuel tram/bus</li> </ul>  |
|---|--|--|
| <ul> <li>Composting and storage<br/>of sorted waste (for<br/>recycling)</li> <li>Some waste for energy<br/>recovery</li> <li>Biofuel from waste<br/>cooking oil</li> <li>Treated wastewater<br/>recycled</li> </ul>           | <ul> <li>Reduce, reuse and recycle waste</li> <li>Some waste for energy recovery</li> <li>Fertiliser is by-product of anaerobic digestion</li> </ul>   | <ul> <li>Buildings vacuum-<br/>connected to recycling<br/>centre (no waste trucks<br/>needed)</li> <li>Sewage for energy<br/>recovery</li> <li>No waste to landfill</li> </ul>   |
| <ul> <li>Piped in and then<br/>recycled into chalk/river</li> <li>will top up supply in<br/>this water-stressed<br/>region</li> <li>Rainwater harvested</li> <li>Grey water reused</li> </ul>                                 | <ul> <li>Self-sufficient in water<br/>from aquifer and<br/>recycling - useful as this<br/>is water-stressed region</li> <li>Drinkable and recycled<br/>water piped separately<br/>to dwellings</li> </ul>  | <ul> <li>Rainwater harvested (for use in toilets and washing machines)</li> <li>Grey water reused</li> <li>Not in a water-stressed region</li> </ul>   |
| <ul> <li>Habitat lost<br/>(threatened species)</li> <li>BUT hedges kept and<br/>trees<br/>planted = wildlife<br/>corridors</li> <li>New habitat - chalk<br/>grassland</li> <li>R. Dever's biodiversity<br/>boosted</li> </ul> | <ul> <li>CWS habitats lost</li> <li>BUT lake kept for<br/>waterfowl</li> <li>Trees with bat and bird<br/>boxes<br/>BUT falcons don't nest<br/>in trees</li> <li>New wetland habitats<br/>created</li> </ul>  | <ul> <li>Rare butterfly habitat<br/>ruined?<br/>BUT new habitats -<br/>akes and<br/>plantations (wildlife<br/>corridors)</li> <li>Habitats further<br/>threatened</li> <li>if more than 6,000 homes<br/>built</li> </ul>   |
| <ul> <li>Little noise from extra cars</li> <li>Little noise from aircraft at local airfield (flight paths avoid Micheldever Station village)</li> </ul>   | <ul> <li>Some noise from extra traffic</li> <li>Take-off flights from Oxford Airport go over eco-town site - so noise pollution for residents</li> </ul>   | <ul> <li>Much noise from extra<br/>traffic</li> <li>BUT local airfield already<br/>has<br/>music festivals and drag<br/>racing</li> <li>Little aircraft noise (flight<br/>paths avoid Long Marston<br/>village)</li> </ul>   |
|   | <ul> <li><u>solar</u> plus town waste,<br/>also wind</li> <li>Carbon-neutral buildings</li> <li>Few carbon emissions<br/>from cars (commuting<br/>limited)</li> <li>Composting and storage<br/>of sorted waste (for<br/>recycling)</li> <li>Some waste for energy<br/>recovery</li> <li>Biofuel from waste<br/>cooking oil</li> <li>Treated wastewater<br/>recycled</li> <li>Piped in and then<br/>recycled into chalk/river<br/>- will top up supply in<br/>this water-stressed<br/>region</li> <li>Rainwater harvested</li> <li>Grey water reused</li> <li>Habitat lost<br/>(threatened species)</li> <li>BUT hedges kept and<br/>trees<br/>planted = wildlife</li> <li>corridors</li> <li>New habitat - chalk<br/>grassland</li> <li>R. Dever's biodiversity<br/>boosted</li> <li>Little noise from aircraft<br/>at local airfield (flight<br/>paths avoid Micheldever</li> </ul> | <ul> <li>solar plus town waste, also wind</li> <li>Carbon-neutral buildings</li> <li>Few carbon emissions from cars (commuting limited)</li> <li>Composting and storage of sorted waste (for recycling)</li> <li>Some waste for energy recovery</li> <li>Biofuel from waste cooking oil</li> <li>Treated wastewater recycled</li> <li>Piped in and then recycled into chalk/river - will top up supply in this water-stressed region</li> <li>Rainwater harvested</li> <li>Grey water reused</li> <li>Habitat lost (threatened species)</li> <li>BUT hedges kept and trees planted = wildlife corridors</li> <li>New habitat - chalk grassland</li> <li>R. Dever's biodiversity boosted</li> <li>Little noise from extra cars</li> <li>Little noise from aircraft at local airfield (flight paths avoid Micheldever</li> <li>Carbon-neutral buildings</li> <li>Composting and storage of sorted waste (for recycling - useful as this is water-stressed region</li> <li>Drinkable and recycled water piped separately to dwellings</li> <li>CWS habitats lost</li> <li>BUT lake kept for waterfowl</li> <li>Trees with bat and bird boxes BUT falcons don't nest in trees</li> <li>New wetland habitats created</li> <li>Some noise from extra traffic</li> <li>Take-off flights from Oxford Airport go over eco-town site - so noise</li> </ul> |

|          | <ul> <li>Rural scenery will be<br/>spoilt<br/>especially for existing<br/>villagers</li> <li>Largest area of land lost<br/>to buildings (site totals<br/>520ha)</li> </ul>   | <ul> <li>Ugly works demolished<br/>and derelict quarry<br/>reclaimed<br/>BUT rural scenery in west<br/>spoilt</li> <li>Much of SSSI will be<br/>buried<br/>BUT six limestone<br/>exposures<br/>saved for public to see<br/>fossils</li> </ul> | <ul> <li>Views from hills of<br/>Cotswolds AONB will be<br/>spoilt<br/>BUT army depot and<br/>scrap-<br/>yard are already<br/>eyesores</li> </ul>  |
|----------|--|---|--|
| DEMAND   | <ul> <li>Local MPs and all<br/>councils anti so little<br/><u>local support</u></li> <li>Protests by local villagers</li> <li>BUT many people on<br/>housing<br/>waiting lists in<br/>Winchester,<br/>Basingstoke and<br/>Andover</li> </ul> | <ul> <li>Local MP and most<br/>councils anti (only one in<br/>favour) so only limited<br/>local support</li> <li>Protests by local wildlife<br/>group</li> <li>BUT many people on<br/>housing<br/>waiting list in Oxford</li> </ul>           | <ul> <li>Local MPs and all councils<br/>anti so little local<br/>support</li> <li>Protests made by local<br/>CPRE and local villagers</li> <li>BUT many people on<br/>housing<br/>waiting list in Stratford</li> </ul> |
| DELIVERY | Built quickly as all land<br>belongs to just one<br>owner  | <ul> <li>Delay to house-building<br/>due to quarrying and<br/>then infilling<br/>BUT 3200 built by 2016<br/>and<br/>town still complete by<br/>2020</li> </ul>  | <ul> <li>Built quickly as land<br/>belongs<br/>to only two owners who<br/>are<br/>working together</li> </ul>  |

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