

GENERAL CERTIFICATE OF SECONDARY EDUCATION

GEOGRAPHY C (1988)

Decision Making Exercise (DME)
(Foundation and Higher Tier)

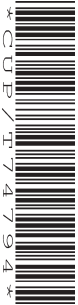
2401/01/02/RB

RESOURCE BOOKLET

Monday 26 January 2009
Morning

This Resource Booklet should be available to candidates for up to three working weeks prior to this date.

Duration: 1 hour 45 minutes



THE ISSUE:
CITY CENTRES – VIBRANT HUB OR DEAD HEART?

INSTRUCTIONS TO CANDIDATES

- This Resource Booklet must be handed in to your teacher at the end of each lesson. **You must not write on the booklet.**

INFORMATION FOR CANDIDATES

- The following abbreviations may be used:
MEDC – More Economically Developed Country.
LEDC – Less Economically Developed Country.
EU – European Union which includes the United Kingdom.
- This document consists of **12** pages. Any blank pages are indicated.

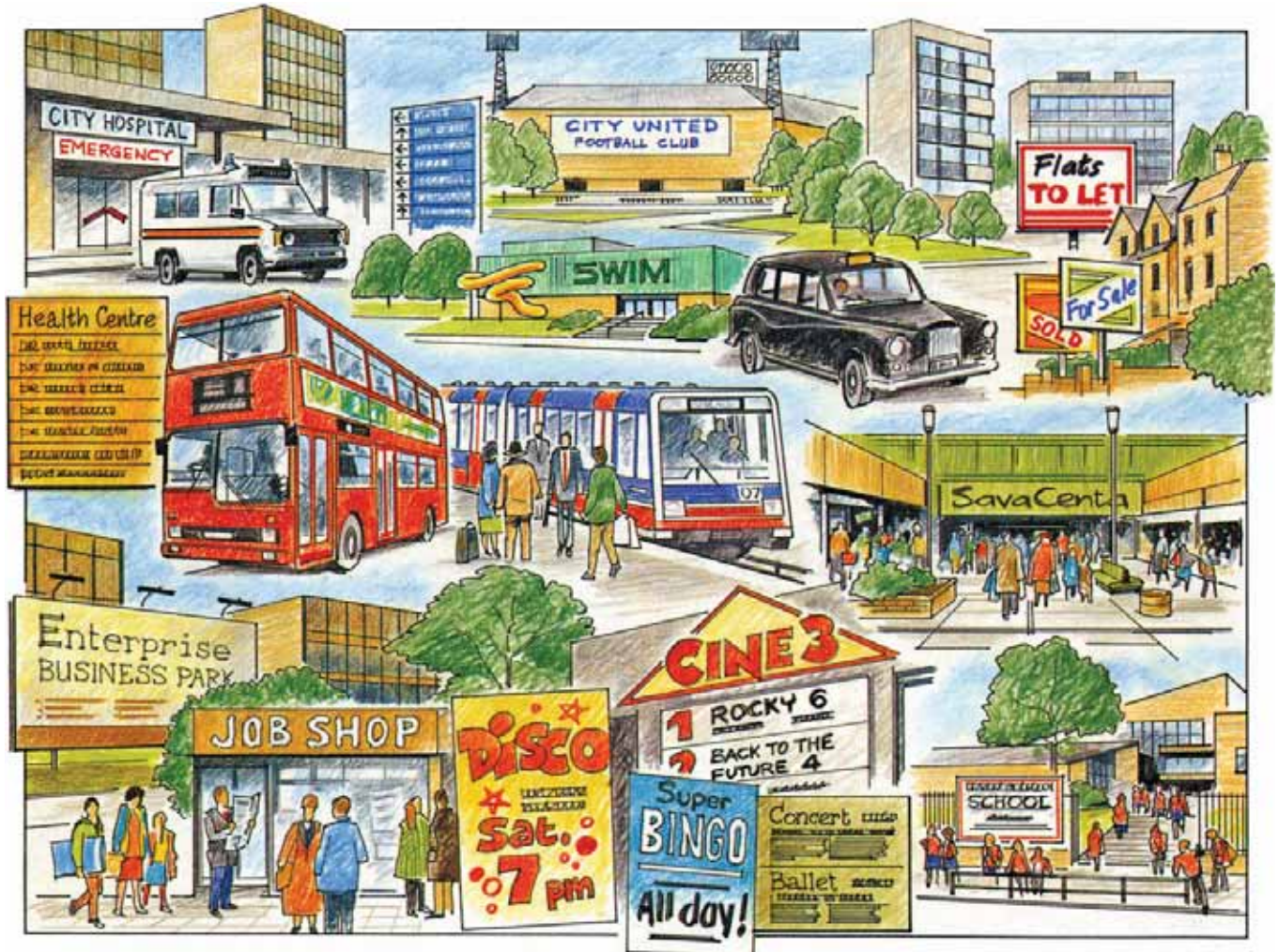
CONTENTS OF THE RESOURCE BOOKLET

- Resource 1 – The Vibrant Hub
- Resource 2 – The Dead Heart
- Resource 3 – Movement of businesses out-of-town
- Resource 4 – The growth of out-of-town shopping malls
- Resource 5 – The effects of an out-of-town centre on a high street in the 1990s
- Resource 6 – The 'Donut Effect'
- Resource 7 a/b – The regeneration of City Centres
- Resource 8 – The regeneration of Liverpool City Centre
- Resource 9 – Detailed plans for Liverpool City Centre
- Resource 10 – Liverpool Factfile

RESOURCE 1

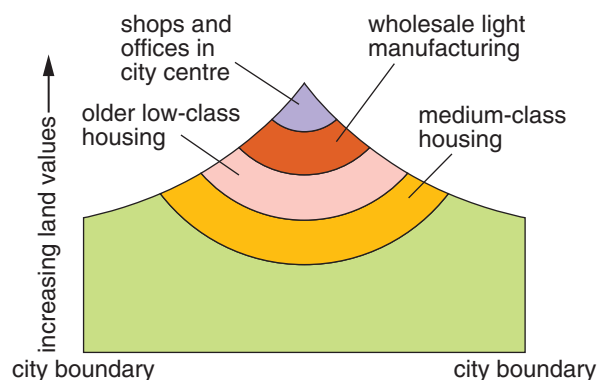
The Vibrant Hub

Until the 1970s, the city centre was the area to which all business and retail companies were attracted. This made the city centre very busy and important. It was the place where large numbers of people worked and spent their leisure time.



Due to demand, land prices were constantly rising and often housing and economic activity were forced to leave the area because of the high costs.

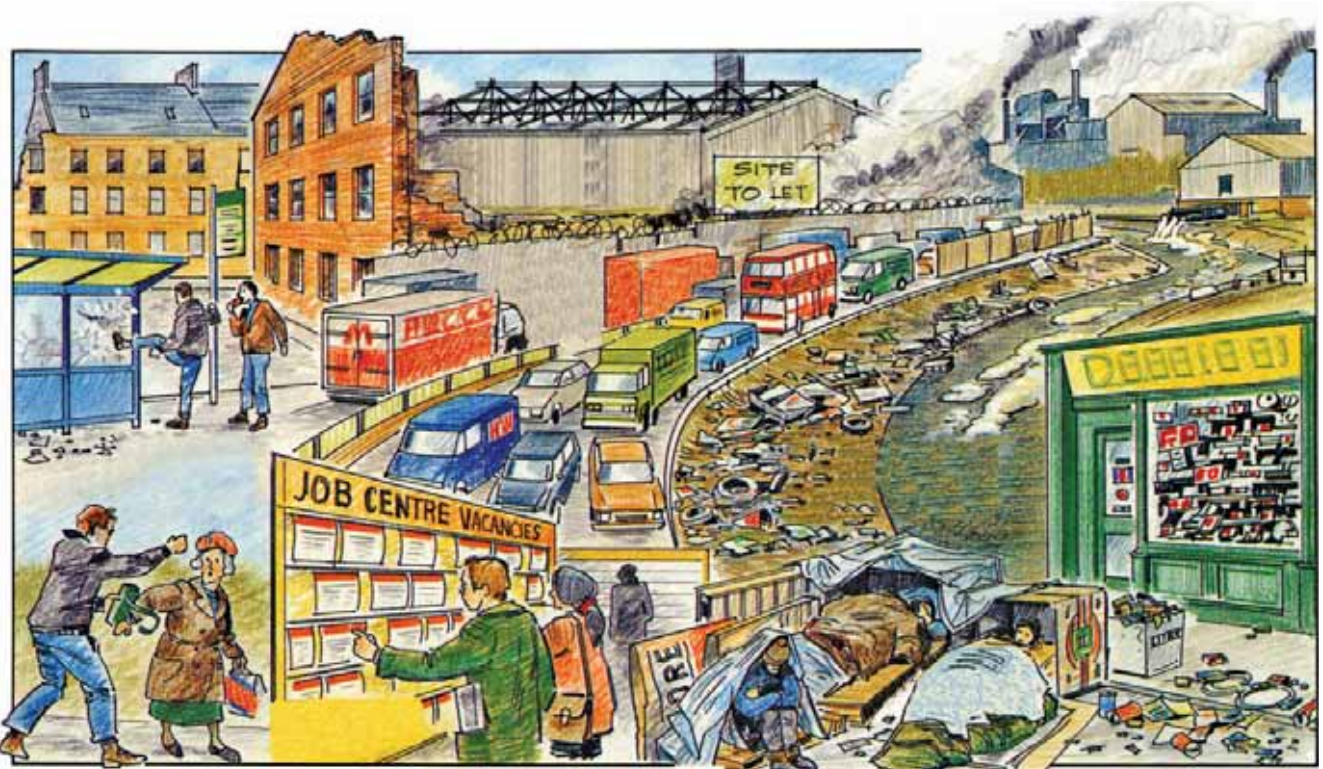
Land values across a British city pre-1970s



RESOURCE 2

The Dead Heart

Traffic congestion, accidents, noise and air pollution made city centres unpopular. Crime, vandalism and litter were making city centres dangerous and unpleasant. Older roads were too narrow for lorries and buses, making accessibility a problem. The result was that many businesses and shops started to leave the city centre.



The declining appearance of a city centre



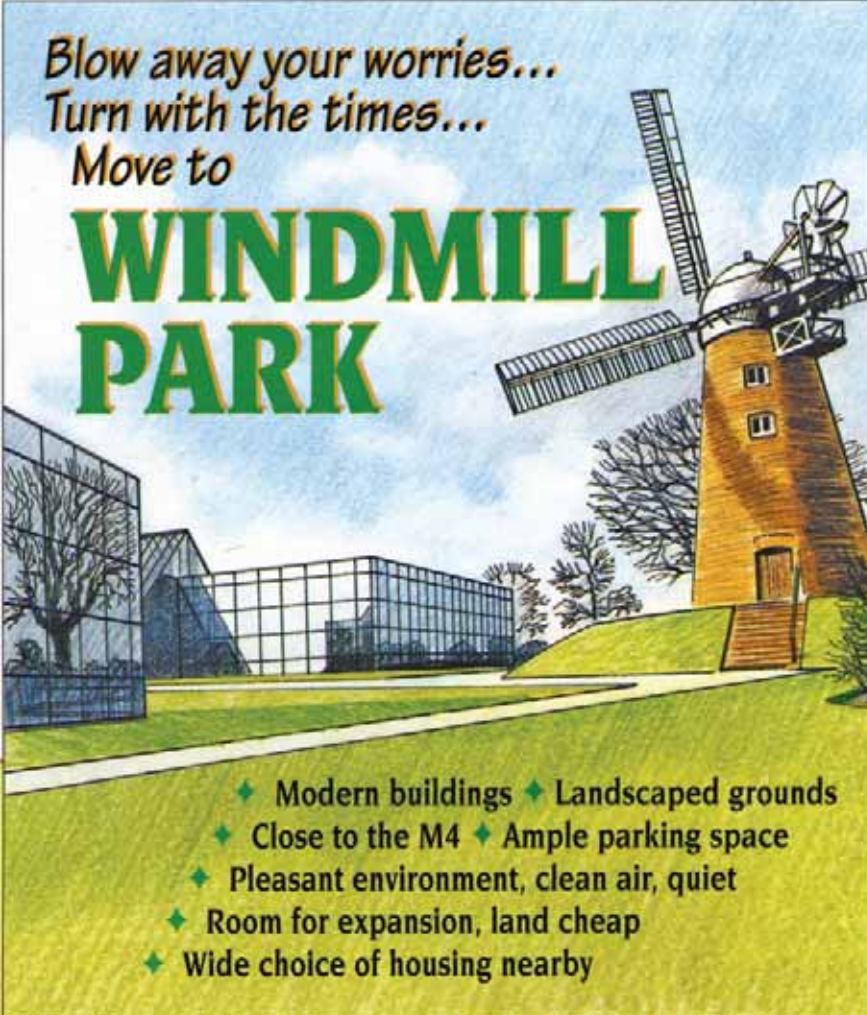
© OCR

RESOURCE 3

Movement of businesses out-of-town

Many new large shopping and office developments are being built in out-of-town locations on city edges.

An advertisement for a business park on the edge of Swindon



*Blow away your worries...
Turn with the times...
Move to*

**WINDMILL
PARK**

- ◆ Modern buildings ◆ Landscaped grounds
- ◆ Close to the M4 ◆ Ample parking space
- ◆ Pleasant environment, clean air, quiet
- ◆ Room for expansion, land cheap
- ◆ Wide choice of housing nearby

Some out-of-town shopping centres

Name of mall and nearest urban area

MetroCentre, Gateshead

Bluewater, Dartford, Kent

Merry Hill, Dudley, West Midlands

Lakeside, Thurrock, Essex

Meadowhall, Sheffield

Trafford Centre, Manchester

Cribbs Causeway, Bristol

Braehead, Glasgow

White Rose Centre, Leeds

RESOURCE 4

The growth of out-of-town shopping malls

The top five shopping centres in Britain in terms of profitability per square metre are all out-of-town malls. They are the MetroCentre, Bluewater, Merry Hill, Lakeside and Meadowhall. By comparison, Oxford Street in the centre of London is not in the top ten. The shopping malls are attracting other developments. Many new office developments are being located next to malls, a trend which started in the USA.

Why are the malls so successful?



Some views on shopping malls

'It's nice and bright and is a safe place to bring children'
A shopper in Meadowhall

'It's just destroyed our trade in the town centre'
A shopkeeper in Dudley

'Millions of people shop in the malls because it suits the way they live'
A market research report

'Malls are more fun!'
A journalist

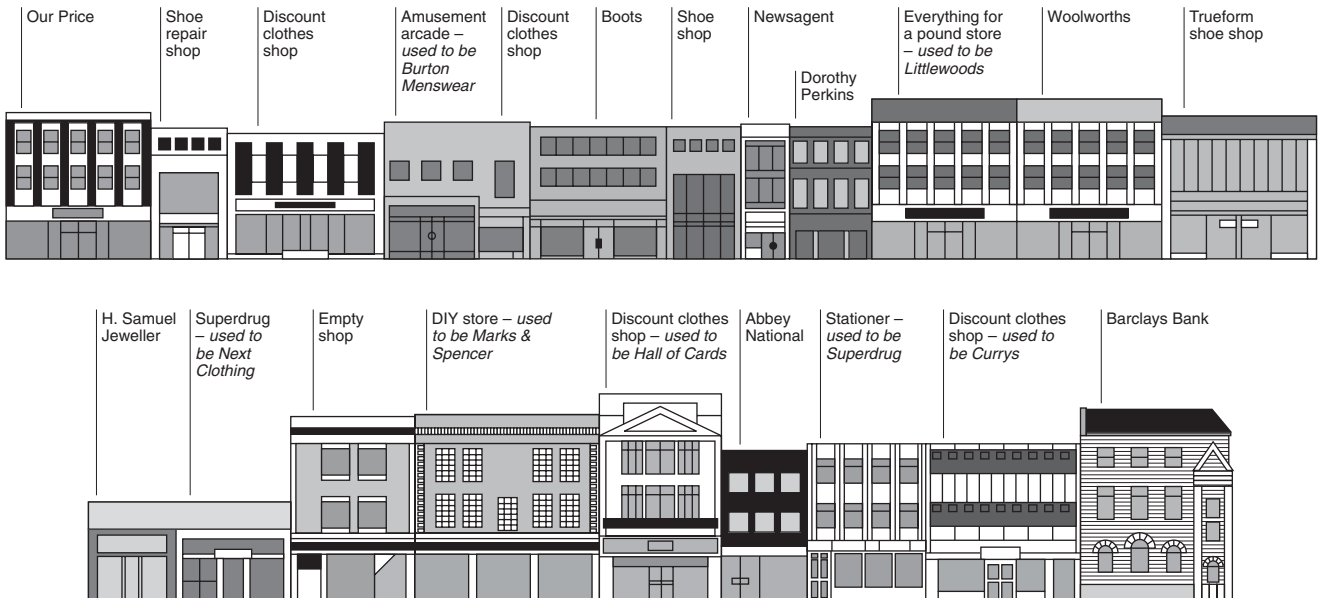
'These sheds are ugly and are taking away our countryside'
A government minister in 1996

'The malls are no good for me without a car'
A pensioner

RESOURCE 5

The effects of an out-of-town centre on a high street in the 1990s

Dudley in the West Midlands, close to Merry Hill



Tesco and the threat to the High Street

The days of the busy High Streets may be numbered as more and more shops move to out-of-town centres. If High Street shops close, what will happen to people without cars, especially the elderly and mothers with young children? Local shops are also important because consumers can compare prices and shops are more accessible to those without a car.

Tesco is unlikely to develop any more High Street shops because of planning restrictions and demand for easy, cheap parking. It has reduced its outlets from nearly 600 to 375, but it now has 140 superstores, and profits and sales per square foot of store have risen.



© Ian Britton / FreeFoto.com

RESOURCE 6

The 'Donut Effect'



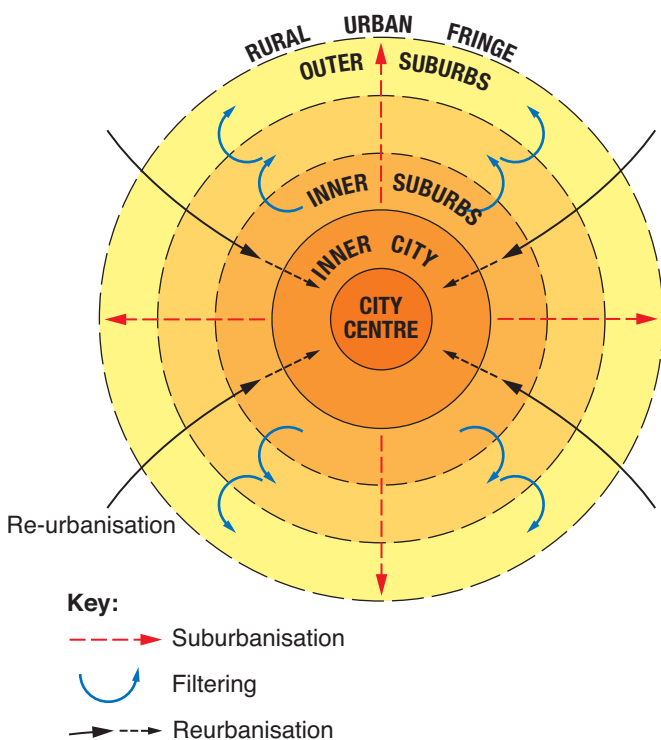
© YinYang / iStockphoto.com

Changes in city structure

Suburbanisation – the growth of suburbs. Where land is cheaper, there is less traffic and the air is cleaner, but the journey to work is often longer.

Filtering – as the city centre becomes run-down, those who can afford it move out of the city, and less well-off people replace them.

Reurbanisation – new build, gentrification and social housing within the inner areas.



© Alan Copson City Pictures / Alamy

RESOURCE 7a

The regeneration of City Centres

Many city centres in the UK have had to undergo change in an attempt to stop the 'donut effect.'

Example One – Birmingham Regeneration Scheme

In the mid-1980s, Birmingham City Council decided that they needed to change Birmingham's image and modernise the city centre. The first main aim was to target certain areas in the city centre. The council worked closely with a developer to redevelop the area around the canals called Brindley Place, into a mixed use scheme including the International Convention Centre. This redevelopment has now been extended to other parts of the city centre, as seen in the photographs below.



© Mark Stokes / iStockphoto.com

Selfridges at the Bullring



© Steve Scott / iStockphoto.com

Beetham Tower and the Orion Building, hotel and apartments



© Colin Underhill / Alamy

Matthew Boulton College of Further & Higher Education after completion in 2005.

Brindley Place



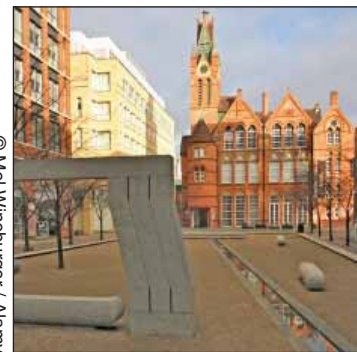
© Supated / Alamy

Restaurants and Shops



© Michael Jenner / Alamy

Offices



© Mel Wineburger / Alamy

Open space

RESOURCE 7b

Example Two – Redevelopment of Broadmead, Bristol

Cabot Circus – an all-star cast

- Three new shopping streets and a European-style piazza.
- Beautiful buildings created by four internationally-renowned architects.
- A breathtaking glass roof.
- House of Fraser and Harvey Nichols.
- 120 new shops and 20 fashionable new restaurants and cafés.
- Over 2600 car parking spaces.
- A great hotel.
- 250 new homes.
- A state-of-the-art 13 screen cinema.



© Cabot Circus Bristol / Miller Hare



Bristol City Centre expansion represents the city's largest regeneration programme since post-World War Two reconstruction. Bristol is the UK's eighth largest city but ranks only twenty-third in terms of shopping facilities.

CASTLE PARK

The regeneration of Liverpool City Centre

The Vision

Attractive – a place for people

Improved spaces with greater priority for pedestrians will be created to provide an attractive environment for people walking in the City Centre. Public art and water features will enhance the vitality of the City Centre.

Connected – linking to major developments

New and improved pedestrian and public transport routes will link to employment, shopping and leisure facilities in the City Centre.

Accessible for traffic – less congestion and better parking

Re-routing through traffic, new areas for on and off street parking.

Green – better public transport and better for cyclists

Bus and rail improvements and the Merseytram will cut traffic. New bus lanes, shelters and stops are planned. Improved cycle parking and more cycle routes will be introduced.

Safe – creating a safer environment

Improved lighting and CCTV will improve safety in the City Centre, as will better surfaces and improved traffic management.

Clean – creating a cleaner, greener City

Tree planting, public art and new designs for public open spaces will make areas more attractive and easier to maintain.

Smart – keeping people informed

Electronic technology will provide information on public transport, car parking and for tourists.



© 1 / Alamy



© iStockphoto.com



© Peter Evans / Alamy



© Justin Kase zonez / Alamy

Transport Developments

Merseytram and Public Transport

Merseytram will bring a new dimension to public transport in the City Centre. Merseytram stations will be refurbished, giving a better gateway to the City. Better interchange facilities will be provided between buses on different routes, between bus and rail and Merseytram.

Improvements on main roads

Some roads will be improved to allow changes in traffic flow and some new bus and cycle lanes will be provided. Other changes such as new traffic signals and wider road junctions will be introduced to help cope with increased traffic.

Selected Street Improvements

Some pedestrian areas will be repaved and some streets will be pedestrian only, but many more will be designed to allow pedestrians to share with traffic more safely. By reducing traffic, pollution will be reduced and a safer, more attractive environment will be introduced.

RESOURCE 9

Detailed plans for Liverpool City Centre

A Dale Street – Merseytram will run along Dale Street / Water Street. Some sections of road will be closed to traffic - outside the Town Hall and by the Magistrates Court.

B Victoria Street – This is currently a one-way street. Traffic will run in both directions to compensate for the closure of Dale Street.

C St Johns Lane – This will be closed to provide space for Merseytram and will improve walking routes to the cultural quarter.

D Old Haymarket – Traffic signals will replace the roundabout here to improve its operation and safety.

E Cuerden Street – On-street parking will be removed, so new coach and car parking facilities can be provided at the rear of the museum.

1 Kings Waterfront
A major events venue centred on conference, exhibition and arena facilities.

2 Fourth Grace / Pier Head
An iconic development including residential, offices, a hotel and a museum. Also at the Pier Head there are proposals for a cruise liner facility, a new ferry terminal, canal link, environmental improvements and improved access across the Strand.

3 Princes Dock
New office, residential and a hotel development.

4 Commercial District
Major new office developments attracting more business and prosperity to the City Centre.

5 Lime Street Station
Major changes are proposed for the station's main entrance and passenger facilities.

6 Paradise Street Development Area
Two million square feet of space creating new shopping facilities, residential, leisure, a hotel and public open spaces.

F Churchill Way Flyovers – The Northern flyover will change to two way to improve access to the Commercial District. The removal of the South flyover will reduce traffic flows coming into Dale Street and will open up views of the City's wonderful architecture around William Brown Street.

G Leeds Street / Byrom Street – Changes to the timing of traffic signals and other road improvements will be implemented to allow Leeds Street / Byrom Street to take more traffic. Improved pedestrian crossings will be introduced.

H Tithebarn Street – Proposed change from a one-way street to traffic flowing in both directions along part of the street, allowing better access to this area.

I Moorfields – New bus stops to link the station to bus services, and improved footpaths from the station to the north of the City Centre.

J Chapel Street / New Quay Street – This will be changed to accommodate a new bus lane, allowing for faster journey times to the waterfront by bus.

K Castle Street – The closure to traffic of the northern end of Castle Street at the junction of Dale Street will result in this area becoming a high quality pedestrian environment.

L The Strand – The Strand will be improved to provide a more attractive and friendly environment for pedestrians and cyclists, and footpaths to the City Centre, north of the City and the Paradise Street Development Area. Improved pedestrian crossings will be introduced.

M Lime Street – Wider footpaths will be constructed and traffic re-directed to provide improvements for pedestrians.

N Upper Parliament Street
– Environmental improvements and improved pedestrian facilities at junctions.

O Renshaw Street / Berry Street – Traffic calming measures to help reduce road accidents and improve safety for pedestrians.



Key:

Major development area

Selected street and area improvements

Improvements on main roads

Merseytram line 1

RESOURCE 10

Liverpool Factfile

Famous for – Two successful Premiership football clubs
 – The Grand National at Aintree
 – Music
 – Numerous television programmes
 – Its docks
 – Its industrial heritage
 – The residents' sense of humour

Location – North-west England, on the north east shore of the Mersey Estuary which is linked by ship canal to Manchester and Leeds.

Brief history – First settled in 1207 after King John granted a charter for a new planned town. Began to develop during the mid seventeenth century as the main port linking England and Ireland. In the eighteenth century, developed a colonial trade, including slaves, with Africa, Europe and North America. During the Industrial Revolution, became the main port for manufacturing industries in Lancashire and West Yorkshire.

Population – city 436 100, Metropolitan area (Merseyside) 1.4 million.

2008 – named as European Capital of Culture.

Industries – used to be associated with imports e.g. grain milling and soap making, but now engineering, chemicals and petroleum refining are more important.

Problems – Unemployment above the national average, industrial pollution, inner city deprivation, some areas in urgent need of redevelopment, poor image.



Copyright Acknowledgements:

Resource 1	Reproduced with the permission of Nelson Thornes Ltd from Key Geography Foundations, by David Waugh and Tony Bushell, ISBN 978-0-7487-6041-1, first published in 1991.
Resource 2	Reproduced with the permission of Nelson Thornes Ltd from Key Geography Foundations, by David Waugh and Tony Bushell, ISBN 978-0-7487-6041-1, first published in 1991.
Resource 2	Images, <i>Shop signs</i> , © OCR.
Resource 3	Reproduced with the permission of Nelson Thornes Ltd from Key Geography Foundations, by David Waugh and Tony Bushell, ISBN 978-0-7487-6041-1, first published in 1991.
Resource 4	Image, <i>Inside a shopping mall</i> , © Nick Thompson / iStockphoto.com.
Resource 5	Image, <i>Tesco Extra</i> , © Ian Britton / FreeFoto.com.
Resource 6	Image, <i>Donut</i> © YinYang / iStockphoto.com.
Resource 6	Image, <i>Warehouse Building</i> , © Alan Copson City Pictures / Alamy.
Resource 6	Diagram, David Waugh & Tony Bushell, <i>Key Geography Foundations</i> , © Stanley Thomas.
Resource 7	Image, <i>The Bullring Shopping Centre</i> , © Mark Stokes / iStockphoto.com.
Resource 7	Image, <i>Birmingham City Centre Cityscape</i> , © Steve Scott / iStockphoto.com.
Resource 7	Image, <i>Matthew Boulton College Birmingham</i> , © Colin Underhill / Alamy.
Resource 7	Image, <i>Brindley Place, Birmingham</i> , © Supated / Alamy.
Resource 7	Image, <i>Brindley Place, Birmingham</i> , © Michael Jenner / Alamy.
Resource 7	Image, <i>Icon Gallery, Brindley Place, Birmingham</i> , © Mel Wineburger / Alamy.
Resource 7	Image, <i>Cabot Circus Central Space</i> , by kind permission of, © Cabot Circus Bristol / Miller Hare.
Resource 8	Text, <i>Liverpool City Centre Movement Strategy</i> , © Liverpool City Council.
Resource 8	Image, <i>Two children playing in a fountain Williamson Square, Liverpool</i> , © 1 / Alamy.
Resource 8	Image, <i>Statue of a horse</i> , © iStockphoto.com.
Resource 8	Image, <i>City Transport Liverpool Central bus stop</i> , © Peter Evans / Alamy.
Resource 8	Image, <i>City area pavement refreshment shop</i> , © Justin Kase zonez / Alamy.
Resource 9	Liverpool City Centre Movement Strategy © Liverpool City Council.

Every reasonable effort has been made by the publisher (OCR) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity. OCR is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.