Instructions

• Use black ink or ball-point pen.
• Fill in the boxes at the top of this page with your name, centre number and candidate number.
• Answer ONE question in Section A and ONE question in Section B.
• Answer the questions in the spaces provided – there may be more space than you need.

Information

• The total mark for this paper is 70.
• The marks for each question are shown in brackets – use this as a guide as to how much time to spend on each question.
• The quality of your written communication will be assessed in ALL your responses – you should take particular care with your spelling, punctuation and grammar, as well as the clarity of expression.

Advice

• Read each question carefully before you start to answer it.
• Keep an eye on the time.
• Spend approximately 35 – 40 minutes on Section A and 35 – 40 minutes on Section B.
• Check your answers if you have time at the end.
SECTION A

Answer ONE question in this section.

Indicate which question you are answering by marking a cross in the box ☑. If you change your mind, put a line through the box ☒ and then indicate your new question with a cross ☑.

Candidates should use the resources provided, their own ideas, and relevant fieldwork and research which they have carried out.

EXTREME WEATHER

If you choose to answer Question 1 put a cross in the box ☐

1 Study Figure 1.

(a) Describe how the new technologies shown might be used to reduce the impacts of floods and storms.

(10)
(b) Using examples, explain how different strategies can be used to manage the impacts of **drought**.

(10)
(c) Describe the **results** and **conclusions** of the fieldwork and research you undertook to investigate river flood risk.

Named area .............................................................................................................. (15)
Candidates should use the resources provided, their own ideas, and relevant fieldwork and research which they have carried out.

CROWDED COASTS

If you choose to answer Question 2, put a cross in the box □

2 Study Figure 2.

(a) Suggest how the photographs show possible conflicts between groups over the development of this coast.

(10)
(b) Using examples, explain how different strategies can be used to make coastal management more sustainable.

(10)
(c) Describe the **results** and **conclusions** of the fieldwork and research you undertook to investigate the pressure of human activities at the coast. 

(15)

Named area

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SECTION B

Answer ONE question in this section.

Candidates should use the resources provided, their own ideas, and relevant fieldwork and research which they have carried out.

UNEQUAL SPACES

If you choose to answer Question 3, put a cross in the box  □

3 Study Figure 3.

(a) Comment on how the processes shown can contribute to socio-economic and environmental change in urban areas.  (10)
(b) For either an urban or a rural area, describe the fieldwork and research you undertook to investigate spatial patterns of inequality.

Named area ____________________________________

(15)
(c) Using examples, explain the roles of different **players** in helping to reduce rural inequality.

(10)
Candidates should use the resources provided, their own ideas, and relevant fieldwork and research which they have carried out.

REBRANDING PLACES

If you choose to answer Question 4, put a cross in the box  

4 Study Figure 4.

(a) Comment on how the **three** strategies shown could contribute to urban re-imaging.  

(10)
(b) For **either** an urban or rural area, describe the fieldwork and research you undertook to investigate why the area needed rebranding.

(15)

Named area

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(c) Using examples, explain the roles of different **players** involved in helping to rebrand rural areas.

(10)
**Figure 1**  
A. Smart phone ‘application’ (app) for tracking hurricanes.

(Source: © play.google.com)

B. Environment Agency GIS flood risk map.

= centre line of river  
= area at risk from 1 in 1000 year flood
Figure 2 Photographs taken around Weymouth, Dorset: a growing settlement on the south coast of England.

Photograph A
Tall modern exclusive apartments squeezed between traditional older properties to ensure a sea view.

Photograph B
Visitors to Bowleaze Cove, showing tourist car park and facilities in the distance.

Photograph C
Graffiti on a wall next to the promenade along the seafront – a local youth’s comment.
Figure 3  A simplified diagram showing some of the linked processes involved in urban decline.

Wealthier individuals and families move out of the area as job opportunities decline. → Unpopular area, estate or neighbourhood. Neglect and despair.

Growing stigma, the reputation of an area declines and it fails to attract new investment. → Empty houses; families are reluctant to move into the area.

Less social cohesion leads to more antisocial behaviour and crime. ← Fewer community resources and less stable family units.
Figure 4  Three different urban re-imaging strategies.

**Strategy (1): COMPONENTS of PLACE**
- Interesting architecture
- Historic buildings
- Cultural facilities
- Unique street patterns
- Churches, temples, mosques
- Public parks and open areas
- Scenic route ways and canals
- Natural landscape: mountains, rivers, coasts etc

**Strategy (2): EVENTS and SERVICES**
- Festivals and cultural events
- Shopping experience
- Museums
- Theatres
- Cinema
- Tours
- Hotels
- Pubs, clubs and eating out

**Strategy (3): IMAGE and REPUTATION**
- Historical
- Charming and friendly
- Affordable
- Beautiful
- Spiritual
- Family-orientated
- Artistic
- Ethnic and / or traditional values