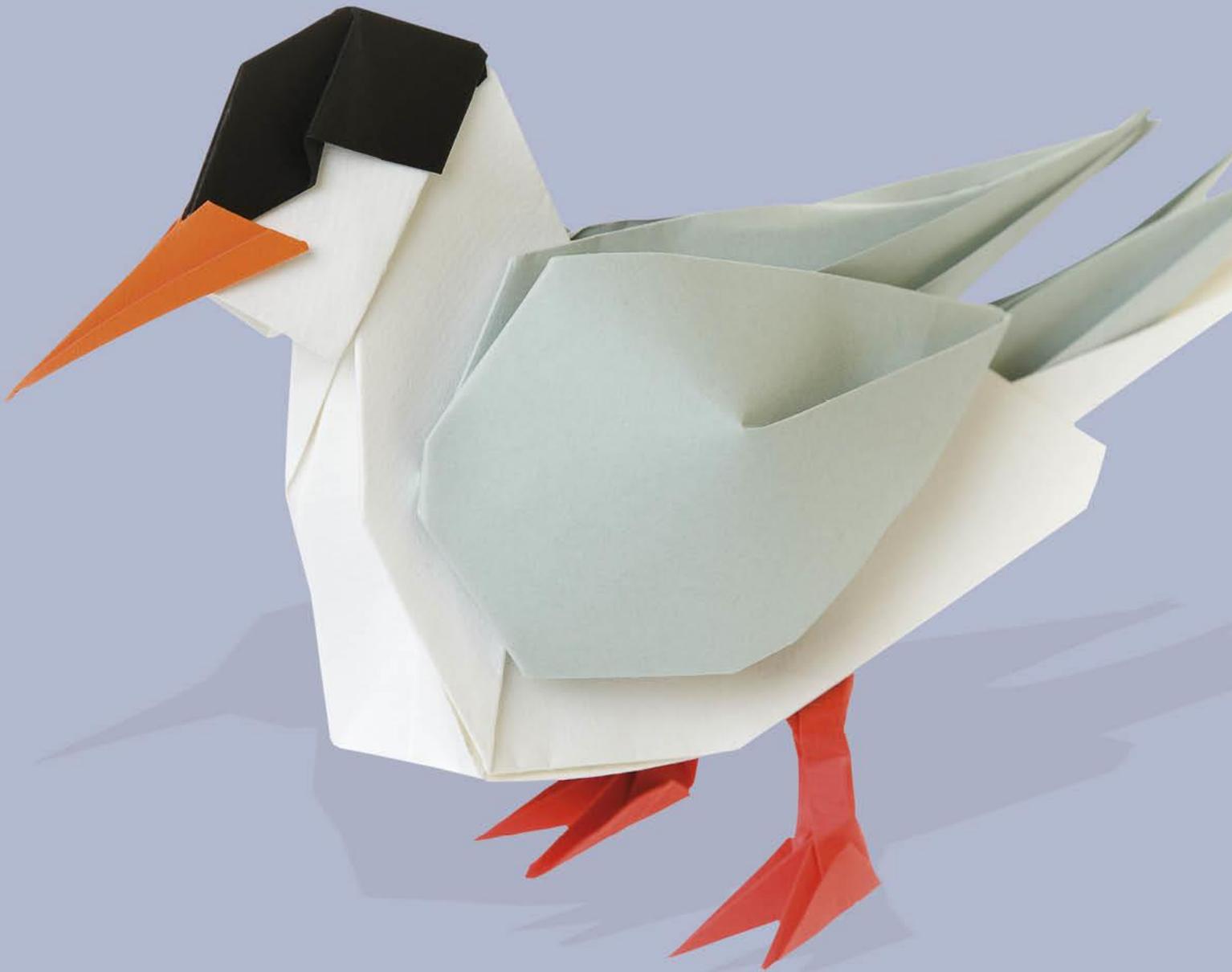


A Level Geography Examiner Marked Student Responses Paper 2



Pearson Edexcel Level 3 Advanced GCE in Geography (9GE0)

A Level Geography Examiner Marked Student Responses

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Introduction

This guide has been created using student responses to our sample assessment materials in A level Geography Paper 2 (9GEO/02). The answers and examiner commentaries in this guide can be used to show the standards in the A level Geography assessment. Please note, this is version 1.1 of the guide with formatting errors in the previous version corrected.

Paper 2 assesses the human geography topics in the A level Geography specification and is split into 3 sections:

Section A: Students must answer **both** questions

Question 1: Globalisation

Question 2: Superpowers

Section B: Students must answer **either** Question 3 **or** Question 4

Question 3: Regenerating Places

Question 4: Diverse Places

Section C: Students must answer **either** Question 5 **or** Question 6

Question 5: Health, Human Rights & Intervention

Question 6: Migration, Identity & Sovereignty

The exam duration is 2 hours and 15 minutes. The paper is marked out of 105 marks and is worth 30% of the qualification.

The exam paper will include open response, calculation and resource-linked questions and calculators will be required. The marks per question item increase throughout each question so that each question will culminate with an extended open response question. Questions 1 and 2 will culminate in a 12 mark extended open response question. Questions 3, 4, 5, and 6 will culminate in a 20 mark extended open response question.

Our command words are defined in our specification, please see page 95, and will remain the same for the lifetime of the specification. Questions will only ever use a single command word and command words are used consistently across question types and mark tariffs. Our [AS and A level Geography Getting Started Guide](#) contains more information about the command words and mark tariffs used for different types of questions.

Example 1 – Question 1 (a)

SECTION A: GLOBALISATION / SUPERPOWERS

1 (a) Explain why globalisation results in cultural erosion in some parts of the world.

(4)

Mark scheme

Question number	Answer	Mark
1(a)	<p style="text-align: center;">AO1 (4 marks)</p> <p>Award 1 mark for identifying a reason why globalisation creates cultural erosion, and a further 3 marks for expansion up to a maximum of 4 marks.</p> <p>For example:</p> <ul style="list-style-type: none"> • TNCs bring new products and services (1), which often includes largely western cultural ideas (1) which can push out local industries (1) resulting in the gradual disappearance of traditional artefacts/services/languages (1) • Joining global production chains (1) leads to environmental changes/pollution (1) which can result in loss of natural habitats (1) which can diminish traditional practices for hunter/gatherer communities (1). <p>Accept any other appropriate response.</p>	(4)

Student answers to 1 (a)

As TNCs get spread around the world, culture, food and people get spread around too, taken to different cultures, therefore maybe leading to countries losing their own such as diets in Asia. This is causing people to change diets from traditional foods to McDonalds causing a rise in obesity, causing countries to become more similar.

Examiner's comments

This response is awarded 2 marks.

Note on these 4 mark questions, the mark scheme requires one reason explained for a total of 4 marks.

Marks are awarded for TNCs spreading new food/culture/ people around the world (1) so leading to a loss of traditional diets (1). There is no further detail given about McDonalds so there is no extra mark for just naming a TNC. The point about obesity is not relevant to the question. The idea about countries becoming more similar is relevant, but is restating the point about loss of traditional diets. For a mark it would need to go on to explain that it involves a growth of western culture.

Globalisation is the movement of services and goods across borders. This is done by transportation, communication, money flows and trade. Some places such as Papua New Guinea are losing cultural traits and becoming more westernised as they prefer to wear proper T-shirts instead of their traditional clothes. Asia's traditional diets are high in vegetables and low in meat, but this is now changed to high in meat, and low in vegetables.

Examiner's comments

This response is awarded 3 marks.

Here the reason does not appear until half-way through the answer. People "prefer to wear..." (1) because globalisation has brought new goods (clothes/diets) (1) which are westernised (1). The information about diets is a second example of the same point, and does not score a further mark. The definition of globalisation and how it is created does not answer the question, but provides some background for the spread of cultural traits.

Better technology allows for advertising globally, increasing awareness of the USA and its TNCs such as Coca Cola. Coca Cola entered Mexico, and now 75% of all drinks are Coca Cola, removing the unique traditional drinks sold before. Similarly, westernisation has destroyed tribal life in areas such as Papua New Guinea and the First Nations in Canada as people want to use what they see in adverts. In France many TV programmes and songs are in English due to the spread of culture.

Examiner's comments

This response is awarded 4 marks.

This answer has a clear reason (more technology/advertising) which is then extended and exemplified. Marks are awarded for technology/advertising (1), leading to more awareness of TNCs and their products (1) leading to the loss of traditional drinks (1) with an extension mark (1) for the detailed support about Mexico.

Full marks are already obtained (4). The Papua New Guinea and France examples do not add any further ideas.

Candidates are reminded to keep these answers short and only cover one reason, not several. Multiple examples are unlikely to be needed.

Example 2 – Question 1 (b)

(b) Assess the impact of TNCs (transnational corporations) on creating both winners and losers for people and environments.

(12)

Mark scheme

Question number	Answer
1(b)	<p style="text-align: center;">A01 (3 marks)/A02 9 marks)</p> <p>Marking instructions</p> <p>Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the levels-based mark scheme below.</p> <p>Responses that demonstrate only A01 without any A02 should be awarded marks as follows:</p> <ul style="list-style-type: none"> • Level 1 A01 performance: 1 mark • Level 2 A01 performance: 2 marks • Level 3 A01 performance: 3 marks. <p>Indicative content guidance</p> <p>The indicative content below is not prescriptive and candidates are not required to include all of it. Other relevant material not suggested below must also be credited. Relevant points may include:</p> <p>A01</p> <ul style="list-style-type: none"> • TNCs, given that they are trans-national, are at the core of globalisation and profit from the movement towards free trade and lobby for privatisation, deregulation and free trade • they profit from free-market liberalisation and privatisation because it increases their sales and reduces their costs • there are benefits for the owners/shareholders of TNCs • there may be benefits for the workforce and citizens in communities in both developed and developing countries • there will also be costs in both developed and developing countries which may be environmental but also social and economic <p>A02</p> <ul style="list-style-type: none"> • corporations' are profit driven by definition and seek to cut costs hence the importance of outsourcing which brings jobs but they are often poorly paid

Question number	Answer
	<ul style="list-style-type: none"> • however, some argue that poorly-paid jobs are simply a stage that all developing countries will pass through and thus may produce more 'winners' in the long run • large energy and mineral extraction corporations have especially poor environmental reputations and, given that they are capitally intensive, they bring very few jobs so perhaps more losers than winners • environmental impacts often are more subtle, but nevertheless can be significant and long term, e.g. loss of biodiversity due to Tar Sand production in Canada and contamination of water supplies bringing greater health risks for local people • the economic benefit of TNCs is dependent on attitudes within host governments to taxation and licence agreements, e.g. Ecuador under Correa, Bolivia under Morales, which can bring positive benefits • economic benefits often shadow environmental concerns leading to contested spaces • economic benefits can also help fund social projects that can improve the quality of lives through improvements in rural health care, education and the protection of indigenous groups • TNCs play a key role in cultural diffusion, which can be seen as a curse by some but a benefit by others – they can bring benefits and increase cultural diversity through glocalisation • given that TNCs can operate only with the approval of countries' governments there are obviously some who benefit – frequently local elites • there are nuanced impacts of TNCs in their 'home' countries – profits are significant and play a key role in wealth creation for pensions and insurance companies which benefit some • however, many jobs are lost, leading to deindustrialisation (e.g. Detroit and the rustbelt) and falling incomes, so a benefit for some but a curse for others • the role of TNCs in the growth of globalisation is central and unequivocal but their impacts are far more contested, with anti-globalisation groups concentrating on the negative elements while the dominant ideology of global institutions sees them as more benign.

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–4	<ul style="list-style-type: none"> • Demonstrates isolated elements of geographical knowledge and understanding, some of which may be inaccurate or irrelevant. (AO1) • Applies knowledge and understanding of geographical information/ideas, making limited logical connections/relationships. (AO2) • Applies knowledge and understanding of geographical information/ideas to produce an interpretation with limited relevance and/or support. (AO2) • Applies knowledge and understanding of geographical information/ideas to make unsupported or generic judgements about the significance of few factors, leading to an argument is unbalanced or lacks coherence. (AO2)
Level 2	5–8	<ul style="list-style-type: none"> • Demonstrates geographical knowledge and understanding, which is mostly relevant and may include some inaccuracies. (AO1) • Applies knowledge and understanding of geographical information/ideas logically, making some relevant connections/relationships. (AO2) • Applies knowledge and understanding of geographical information/ideas to produce a partial but coherent interpretation that is mostly relevant and supported by evidence. (AO2) • Applies knowledge and understanding of geographical information/ideas to make judgements about the significance of some factors, to produce an argument that may be unbalanced or partially coherent. (AO2)
Level 3	9–12	<ul style="list-style-type: none"> • Demonstrates accurate and relevant geographical knowledge and understanding throughout. (AO1) • Applies knowledge and understanding of geographical information/ideas logically, making relevant connections/relationships. (AO2) • Applies knowledge and understanding of geographical information/ideas to produce a full and coherent interpretation that is relevant and supported by evidence. (AO2) • Applies knowledge and understanding of geographical information/ideas to make supported judgements about the significance of factors throughout the response, leading to a balanced and coherent argument. (AO2)

Student answers to 1 (b)

TNCs outsourcing to countries such as India comes with both benefits and costs to the local environment and people. Firstly people become employed earning decent wages, which means that the number of people living in poverty in the area reduces and people have access to greater standards of living. However the work can often be tedious and tiring and workers are expected to work at least 10-hour night shifts 6 days a week reducing workers social lives outside of work.

As most of the money is pumped into these areas, the local government is able to increase public spending improving the infrastructure, health care and education. For example, Bangalore has become a technical hub, thanks to investment from companies looking for services such as call centres. To further this, the company's investing also benefit as they are getting a cheaper efficient work force which already speaks English and therefore communication and trade is made easier between the two parties.

Examiner's comments

This response is awarded 5 marks.

This answer is just into Level 2. There is some AO1 knowledge, where the role of TNCs in outsourcing is mentioned, and costs/benefits both for the work force and citizens of developing countries.

Some relevant connections are made (AO2), for example in identifying how people and governments benefit through wages and investment. Social costs for people are also discussed in terms of working hours. Support from evidence is limited (Bangalore and call centres are mentioned, but there is no development or detail).

However, only part of the question is covered, as there are no points made about the environment. "Improvements to standards of living" is mentioned, and "infrastructure, education and health" are identified but there is no further expansion of these ideas or exemplification of how these have benefited a community. There is no TNC named in the answer.

The final section is about benefits for the TNC so is not relevant.

In India, Yahoo has located. This benefits people as it has created many jobs, in call centres. These workers earn a good middle class wage of £40 per week which is 3500 rupees so they gain a better quality of life. It gives them spending power, so the community may benefit.

There is also a benefit for the environment in India, as land will be of a higher value due to more buildings being built for a TNC to locate in.

Also as India begins to develop, they will be able to participate in outsourcing, as land is available in India. On the other hand, in China TNCs

can create problems. A TNC that locates in China is Honda. This is a problem for the people of China as it increases car-ownership which increases air pollutants, causing major health problems. The 'airpocalypse' in China reduced life expectancy by 5 years.

Due to a lack of labour laws in China, many workers will be exploited in sweat shops, for example 2500 workers lose a finger or limb each year due to dangerous factory conditions.

The environment in China will also suffer. This is due to increased car ownership statistics which increase carbon monoxide levels in the air which contributes to global warming. Factories also release poisonous chemicals into the ground, contaminating water supply and killing living organisms.

To conclude, I believe that the problems with a TNC locating in a country outweigh the benefits, because a person's health can be extremely damaged and the environment completely changed and destroyed.

Examiner's comments

This response is awarded 7 marks.

Although longer, this answer is also Level 2, though towards the top end. It identifies several factors (AO1 benefits and costs for the shareholders, work force and citizens, as well as costs for the environment and people), and provides some limited AO2 discussion and evidence (e.g. labour laws). In places, evidence is discussed but there is some inaccuracy (global TNCs can only operate in China with a Chinese partner, so Honda does manufacture cars, but with a Chinese partner, Dongfeng).

It does have named TNCs but does not develop this with accurate or detailed evidence about the chosen examples.

The environmental points are largely about economic development generally (increased car ownership) rather than the role of TNCs.

In the A level specification, the command word "assess" requires that the most important factor/impact should be identified, but here the candidate does not go on to discuss which costs or benefits are more important than others. Here the conclusion adds little to the answer.

In India, Yahoo has offshored some of its software operations, as highly trained engineers are available and paid less (£250 per week) than California (£2,000 per week). This makes Indian workers winners, as wages are much higher than the average £60 per week, but many USA Yahoo employees are losers as they have lost jobs. Unemployment brings social costs of illness, and a possible spiral of decline. However, some workers may get redundancy money from the TNC, so could be seen as winners.

In India, higher Yahoo wages mean families can invest in improved housing and clean water and sanitation (currently only 40% of housing in Indian have these).

Although economically, many developing countries are winners, (individuals benefit from higher wages, and governments gain a trained work force,

investment in infrastructure and tax revenue), the environment is almost always a loser. TNCs operate globally, so transport of goods and managers makes the atmosphere a loser as CO₂ and nitrogen oxides are emitted by planes and ships. More electricity is required to run factories and China and India exploit their own massive coal reserves, and inadequate regulation about emissions means that air and water pollution is a major problem. In January 2017 China announced another 200 coal fired power stations will be built, and northern China was covered with thick smog for weeks. TNCs like Marks and Spencer claim they are helping the environment, with new buildings being low carbon, and cutting food waste. But so much of their stock is globally sourced so their carbon footprint remains large. The winners created by TNCs are mainly their developed world shareholders. The environment is almost always a loser. Well-educated people in developing countries are becoming winners.

Examiner's comments

This response is awarded 10 marks.

This is a Level 3 answer as it has accurate and relevant geographical knowledge (AO1) throughout, and mostly applies this (AO2) to support the answer with relevant connections between ideas. The evidence is detailed and there are some supported judgements (a feature of a Level 3 answer).

Candidates should be encouraged to use the key words in the question (here "creating winners and losers") and also try to discuss both of these for people and environment. This a wide-ranging answer, considering impacts on both developed and developing countries.

For full marks more specifics on one or more TNC was required.

Note that a conclusion is NOT required on an "assess" questions, but it can be a useful way for candidates to ensure there has been "assessment" through the answer. In any case, it should not solely repeat points that have been made earlier.

Example 3 – Questions 3 (a) (i) & (ii)

SECTION B: SHAPING PLACES

3 Study Figure 1.

(a) (i) Suggest **one** reason for the pattern of vacant land in Detroit.

(3)

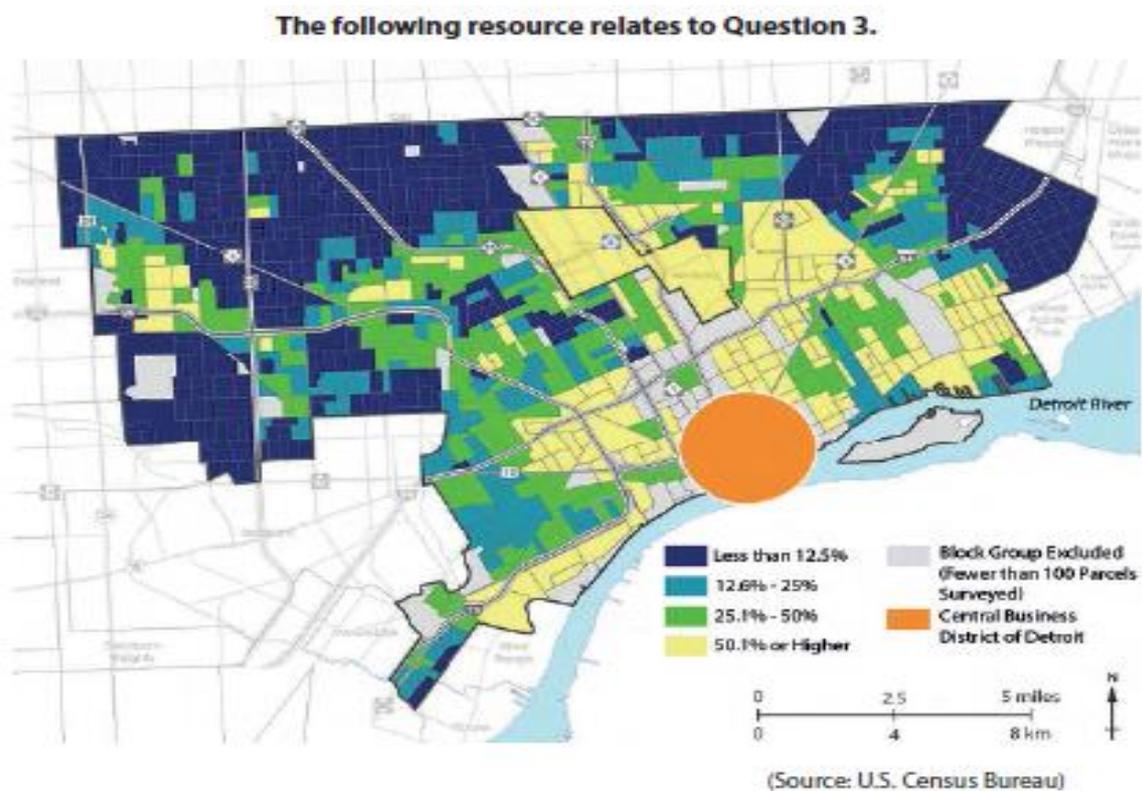


Figure 1:
A map showing vacant land in Detroit (USA)

Mark scheme

Question number	Answer	Mark
3(a)(i)	<p style="text-align: center;">A01 (2 marks)/A02 (1 mark)</p> <p>Award 1 mark for analysing the resource to identify the pattern of vacant land and a further 2 marks for expansion up to a maximum of 3 marks. For example:</p> <p style="padding-left: 40px;">The pattern is that the amount of vacant land decreases from the CBD outwards (1) which probably reflects the previous distribution of industry and industrial jobs with more of these jobs in the inner city area (1) with deindustrialisation leading to the loss of those jobs, loss of employment, outmigration and so vacant lots appearing (1)</p> <p>Accept any other appropriate response.</p>	(3)

Student answers to 3 (a) (i)

Less than 12.5% of the land is vacant in the suburbs. It increases as you go towards the CBD, where 50% or higher of the land is vacant. The highest amount of vacant land is near the centre, but it is a little less towards the north west of the city.

Examiner’s comments

This response is awarded 1 mark.
 This is a detailed description of the pattern but there is only 1 mark available for this. The answer does not offer a reason for this pattern.

The majority of the vacant land in Detroit is centred around the Central Business District. One reason why most of it is here is because of wealthier people wanting to move to the suburbs. This was due to the dense population in the inner city and so there is larger housing in the less-populated suburbs. Therefore since the transportation has improved they move to the suburbs where the CBD is still accessible.

Examiner’s comments

This response is awarded 3 marks.
 The pattern of most vacant land being around the CBD is noted (1) and then explained that this is because the wealthy have moved to the suburbs (1) because there is more space and improved transport (1).

One reason to explain the pattern of vacant land in Detroit is that the area and close to the CBD is relatively vacant (50.1%) due to the areas mainly being closed factories and derelict land left after deindustrialisation occurred. As this was the economic hub moving more towards the outskirts further from the CBD the amount of derelict land is reduced to less than 12.5% as people moved out to have bigger housing as they are also able to commute to the CBD. This is seen in Stratford, east London.

Examiner’s comments

This response is awarded 3 marks.
 Vacant land pattern is described with data (1) and explained as being due to closed factories that were left after deindustrialisation (1) as the economic hub moved to the suburbs(1).
 Students should note that where numerical data is provided in a resource, it is good practice to quote it to support the answer.

(ii) Suggest reasons for the relationship between proportion of vacant land and distance from the CBD of Detroit.

(6)

Question number	Answer
3(a)(ii)	<p style="text-align: center;">A01 (3 marks)/A02 (3 marks)</p> <p>Marking instructions Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the levels-based mark scheme below.</p> <p>Indicative content guidance The indicative content below is not prescriptive and candidates are not required to include all of it. Other relevant material not suggested below must also be credited. Relevant points may include:</p> <p>A01</p> <ul style="list-style-type: none"> • industry is likely to be located close to CBD and/or along river where it originally grew • traditional 'industrial' cities had industrial working class living close to those industries • middle-class suburbs are usually further out from the industrial centre but within commuting range of CBD for car owning <p>A02</p> <ul style="list-style-type: none"> • pattern is well defined in Detroit with higher proportion of vacant lots closer to the CBD and along the river, suggesting outmigration and abandonment of houses as industries closed • less abandonment in middle-class outer suburbs because fewer jobs are directly dependent on the (auto) industry • not a perfect relationship. Some variation could be explained by pockets of industry in outer suburbs and pockets of urban regeneration.

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–2	<ul style="list-style-type: none"> • Demonstrates isolated or generic elements of geographical knowledge and understanding, some of which may be inaccurate or irrelevant. (AO1) • Applies knowledge and understanding to geographical information inconsistently. Connections/relationships between stimulus material and the question may be irrelevant. (AO2)
Level 2	3–4	<ul style="list-style-type: none"> • Demonstrates geographical knowledge and understanding, which is mostly relevant and may include some inaccuracies. (AO1) • Applies knowledge and understanding to geographical information to find some relevant connections/relationships between stimulus material and the question. (AO2)
Level 3	5–6	<ul style="list-style-type: none"> • Demonstrates accurate and relevant geographical knowledge and understanding throughout. (AO1) • Applies knowledge and understanding to geographical information logically to find fully relevant connections/relationships between stimulus material and the question. (AO2)

Student answers to 3 (a) (ii)

The reasons for the pattern noted above are because all the old factories have left the CBD because the work is now being done in China or Mexico, so the land is left vacant. New businesses would rather be outside the suburbs as the land may be cheaper. So there is less vacant land further out, and more at the centre.

Examiner’s comments

This response is awarded 2 marks.

There is AO2 interpretation of the resource here, at the end of the answer. AO1 knowledge about global shift to Asia is identified, as well as a reasonable suggestion for reasons for new businesses opening in the suburbs. It should be noted that factories are rarely, if ever, located in the CBD itself. More careful analysis of the resource is required.

The answer is simply expressed, and is a Level 1 response.

One reason for this relationship is that there are such high levels of vacant land due to deindustrialisation that occurred from 1970 onwards due to the global shift. Another reason is that people moved away from the cramped, small housing with lots of pollution to more suburban areas as they can

afford the larger more expensive properties further from the CBD. This is seen in Stratford east London.

Examiner's comments

This response is awarded 3 marks. It is a Level 2 answer. Although there is no mention of the patterns in Detroit here, the student is clearly moving on from what has already been described in 3 (a) (i). There is AO2 interpretation of the resource, recognising the differences between the CBD and suburbs. A basic but relevant relationship is identified, and AO1 knowledge is used to explain this. The point about Stratford adds little as it is not clear if Stratford is being compared to central Detroit or the suburbs.

The proportion of vacant land in Detroit is higher nearer the CBD. This is because of deindustrialisation and economic restructuring occurring in the city. As globalisation has continued to spread over recent years, factories in developed countries such as the USA have relocated to developing countries. Therefore as most factories were located in the inner city this left a high proportion of vacant land near the CBD. Furthermore, the proportion of vacant land is lower in the suburbs. This is due to the fact that wealthier residents have moved to the suburbs due to the dense population of the inner city and noise and air pollution.

Examiner's comments

This response is awarded 4 marks. This candidate makes a similar statement about the patterns to sample 2 and offers a more detailed explanation with fuller use of terminology showing geographical knowledge (AO2).

Example 4 – Question 3 (b)

(b) Explain why different groups would have contrasting views about regenerating vacant land in cities.

(6)

Mark scheme

Question number	Answer
3(b)	<p style="text-align: center;">AO1 (6 marks)</p> <p>Marking instructions Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the levels-based mark scheme below.</p> <p>Indicative content guidance The indicative content below is not prescriptive and candidates are not required to include all of it. Other relevant material not suggested below must also be credited. Relevant points may include:</p> <ul style="list-style-type: none"> • different groups will have different needs depending on their social and economic characteristics • different groups of residents will have varying levels of political engagement and access to power, which will affect both their influence and their views • regeneration projects vary in scale but are generally top-down and thus controlled and dominated by local and national government who will have a strategy • strategies vary but may involve leisure, retail, commercial and residential schemes on public/private partnerships with the development industry • regeneration projects will sometimes involve high levels of public consultation but not all local groups are likely to feel engaged in the process • there may be conflict between the needs of the most deprived and the planners especially in terms of housing provision • regeneration may lead to a rise in property values and thus the breaking up of communities that can no longer afford property.

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–2	<ul style="list-style-type: none"> • Demonstrates isolated elements of geographical knowledge and understanding, some of which may be inaccurate or irrelevant. (AO1) • Understanding addresses a narrow range of geographical ideas, which lack detail. (AO1)
Level 2	3–4	<ul style="list-style-type: none"> • Demonstrates geographical knowledge and understanding, which is mostly relevant and may include some inaccuracies. (AO1) • Understanding addresses a range of geographical ideas, which are not fully detailed and/or developed. (AO1)
Level 3	5–6	<ul style="list-style-type: none"> • Demonstrates accurate and relevant geographical knowledge and understanding throughout. (AO1) • Understanding addresses a broad range of geographical ideas, which are detailed and fully developed. (AO1)

Student answers to 3 (b)

Different groups would have different views about regenerating as they all want different outcomes from the regeneration. For example, in Stratford in Newham, the local and the central government were keen to regenerate the vacant area as it would leave space to create the Olympic park that would bring tourism, foreign investment and therefore hopefully lead to the multiplier effect. However this causes tensions for the people concerned with their local area being turned into a tourist attraction. Many locals in the Stratford area were against this regeneration as they believed it would cause problems in the area as money being spent should have been spent on larger issues like the lack of adequate schooling and medical centres. This is therefore causing huge issues between contrasting parties wanting the best for themselves.

Examiner's comments

This response is awarded 3 marks.

The student identifies two groups here (government and locals) and makes brief explanation of their views. The multiplier effect is mentioned but this is not developed, explained or exemplified.

The only strategy discussed is the Olympic Park, and no details are provided. The "locals" are treated as one group, whereas it is very likely that opinions vary widely about the strategy.

This just gets into Level 2 as there is knowledge and understanding which is mostly relevant, but it is not detailed or developed.

Different stake holders would have contrasting views about regenerating vacant land in cities as they have different lived experience. For instance, local residents would be more likely to protest against regeneration if they have a nostalgic attachment to the area such as people who reside near Heathrow airport. Similarly local environmental groups who may be against greenfield development or any regeneration because of the effects it may have on air pollution would increase. Therefore they would be against regeneration.

In contrast, other groups would support regeneration of the derelict land as it would create more employment in the area. For instance there were plans in Stratford east London to regenerate the area before the 2012 Olympic Games which provided an opportunity for 25,000 new businesses that eventually opened to be set up. Therefore this provided thousands of new jobs for locals.

Examiner's comments

This response is awarded 4 marks.

This answer has useful terminology showing some understanding of geographical ideas. The point about Heathrow is not fully clear.

Several groups are identified and brief reasons given for their views. The evidence about the chosen examples is not required, but helps give the context.

Regeneration can produce winners and losers. Improved housing can provide much needed homes for an area, but if prices are too high, then local people may not be able to afford these, and wealthy people may move in, or landlords buy up properties for high cost rental. This is what has happened in Stratford, London, where the Olympics 2012 provided the catalyst for regenerating a rundown area with large sections of vacant land which experienced high levels of deprivation.

The view of those who can afford the homes is positive as they have convenient accommodation close to fast transport links into central London. However the 450 former residents of Clay Lane housing cooperative are very upset as they were forced out of their homes by planning decisions and the new ones they were promised never happened.

Wildlife groups' views are very positive as derelict and contaminated land had been left behind when the Docks closed, but is now landscaped. Biodiversity has increased due to bat boxes and new wetland areas.

Examiner's comments

This response is awarded 6 marks.

This answer has three clear groups with contrasting views, and these are explained and exemplified. It shows accurate and relevant understanding throughout and covers some range of ideas.

Example 5 – Question 3 (c)

(c) Evaluate the importance of rebranding to the success of rural regeneration.

(20)

Mark scheme

Question number	Answer
3(c)	<p style="text-align: center;">AO1 (5 marks)/AO2 (15 marks)</p> <p>Marking instructions Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the levels-based mark scheme below. Responses that demonstrate only AO1 without any AO2 should be awarded marks as follows:</p> <ul style="list-style-type: none"> • Level 1 AO1 performance: 1 mark • Level 2 AO1 performance: 2 marks • Level 3 AO1 performance: 3 marks. • Level 4 AO1 performance: 4–5 marks. <p>Indicative content guidance The indicative content below is not prescriptive and candidates are not required to include all of it. Other relevant material not suggested below must also be credited. Relevant points may include:</p> <p>AO1</p> <ul style="list-style-type: none"> • most rural regeneration is built around diversification of rural employment whilst protecting sensitive areas of the rural environment and is successful when it improves the living environment • there is a range of ways in measuring the success of regeneration, including economic and social measures and different groups use different criteria based on their lived experience of the place • rebranding aims to make an area more attractive to inward investors, especially in the post-production countryside, and create some economic regeneration • much rural rebranding is also aimed at potential visitors to increase both numbers and spending • different groups use different criteria based on their lived experience of the place • most rural regeneration is built around diversification of rural employment whilst protecting sensitive areas of the rural environment <p>AO2</p> <ul style="list-style-type: none"> • rebranding alone is unlikely to lead to significant change – attracting more visitors without the regeneration necessary to cater for those visitors is liable to create as many problems as it solves, e.g. traffic problems, saturation at 'honeypot' sites • rebranding may stress an area's rurality, its tranquility and remoteness, which might deter some types of potential inward investment, particularly secondary and quaternary industry • planning restrictions allied to rebranding (National Parks) that emphasise rural heritage and landscape will restrict the growth of industrial employment and therefore, limit the range of regeneration opportunities • if rebranding leads to greater visitor volume, retired local residents may see this in strongly negative terms – they have no potential for economic benefit but considerable risk for social losses – loss of lifestyle • younger local residents and the unemployed will welcome rebranding if it leads to real diversification, with both a greater number of jobs and

Question number	Answer
	<p>more variation in employment opportunities</p> <ul style="list-style-type: none"> • if rebranding makes any area more attractive for second-home owners and inward migration then it may have negative impacts on the availability of housing for local residents • local farmers and landowners may be able to diversify if rebranding attracts more visitors but will need access to investment funds and help with the local infrastructure to achieve it • along the rural-urban continuum the most economically successful rural areas are generally geographically close to urban areas and economically tied to them – these areas rarely resort to rebranding strategies suggesting rebranding is not an essential • however, remote rural regions may well be in competition with each other and require some rebranding to generate increased demand but this is unlikely to lead to successful regeneration without substantial aid from the state. <p>Accept rebranding as a sub-set of regeneration. Depends on chosen example(s) but likely to use their own local urban place and material from their urban area.</p>

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–5	<ul style="list-style-type: none"> • Demonstrates isolated elements of geographical knowledge and understanding, some of which may be inaccurate or irrelevant. (AO1) • Applies knowledge and understanding of geographical ideas, making limited and rarely logical connections/relationships. (AO2) • Applies knowledge and understanding of geographical information/ideas to produce an interpretation with limited coherence and support from evidence. (AO2) • Applies knowledge and understanding of geographical information/ideas to produce an unsupported or generic conclusion, drawn from an argument that is unbalanced or lacks coherence. (AO2)
Level 2	6–10	<ul style="list-style-type: none"> • Demonstrates geographical knowledge and understanding, which is occasionally relevant and may include some inaccuracies. (AO1) • Applies knowledge and understanding of geographical information/ideas with limited but logical connections/relationships. (AO2) • Applies knowledge and understanding of geographical ideas in order to produce a partial interpretation that is supported by some evidence but has limited coherence. (AO2) • Applies knowledge and understanding of geographical information/ideas to come to a conclusion, partially supported by an unbalanced argument with limited coherence. (AO2)
Level 3	11–15	<ul style="list-style-type: none"> • Demonstrates geographical knowledge and understanding, which is mostly relevant and accurate. (AO1) • Applies knowledge and understanding of geographical information/ideas to find some logical and relevant connections/relationships. (AO2) • Applies knowledge and understanding of geographical ideas in order to produce a partial but coherent interpretation that is supported by some evidence. (AO2) • Applies knowledge and understanding of geographical information/ideas to come to a conclusion, largely supported by an argument that may be unbalanced or partially coherent. (AO2)

Level	Mark	Descriptor
Level 4	16–20	<ul style="list-style-type: none"> • Demonstrates accurate and relevant geographical knowledge and understanding throughout. (AO1) • Applies knowledge and understanding of geographical information/ideas to find fully logical and relevant connections/relationships. (AO2) • Applies knowledge and understanding of geographical information/ideas to produce a full and coherent interpretation that is supported by evidence. (AO2) • Applies knowledge and understanding of geographical information/ideas to come to a rational, substantiated conclusion, fully supported by a balanced argument that is drawn together coherently. (AO2)

Student answers to 3 (c)

Rebranding especially in rural areas is of vital importance for the success of rural regeneration. However, it is not the only aspect that needs to be taken into account when examining the success of rural regeneration. For example, in places such as White River Place and the Eden Projects, two large scale projects in Cornwall.

Rebranding especially for rural areas is important when a place has undergone large scale regeneration; this needs to be advertised to attract tourism e.g. the Eden project that brought 13m people to visit the area. The place being regenerated needs to be viewed in a different way (place perception).

Place identity can be altered too which is done through rebranding by changing the way people view areas such as Cornwall and making it a more desirable place to visit that will then aid the success of the overall regeneration.

Moreover, the qualities that Cornwall has that can be used to attract tourism, for example the rural idyll that can't be achieved in the city, mean that people are more likely to visit areas such as White River Place, which without visiting would have no clients.

However, rebranding cannot happen without other factors such as investment from either private or public (EU, government) grants then a place cannot successfully be regenerated which is seen particularly in the Eden Project where £50m of its total £100m was from public investment. The rest was private, without which, such projects cannot occur.

Furthermore, rebranding is such a step that needs to take place after regeneration has occurred. The success of regeneration is down to the change of rural areas to desirable, modern, accommodation places which will attract further tourism and investment for the surrounding area, again seen in the Eden Project where income in surrounding shops increased due to the £1bn that was injected into the area. In addition it creates the multiplier effect, meaning that the regeneration and its success fans out to neighbouring areas. In addition rebranding is of importance; however it is not the sole cause for the success of rural regeneration.

In addition to further illustrate rebranding not being the only factor causing the success of rural rebranding, is White River Place. This shopping centre developed in 2007 and had the support of many in its regeneration as shops and companies wanted to locate there due to the possible economic benefit which is what pushed further the success of rural regeneration.

In conclusion, as argued the success of rural regeneration is not solely down to rebranding. Rebranding makes part of the success of rural regeneration, however a holistic approach needs to be taken when explaining what caused the success of rural rebranding as other important factors need to be taken into account such as investment being a contributing factor to the success of rural regeneration in places such as the Eden project and White River Place (Cornwall).

Examiner's comments

This response is awarded 9 marks.

This essay uses the terms in the question throughout the answer, which in general is good practice and helps the essay stay focussed. Perhaps this is slightly overdone in places as repetition of ideas occurs with little extra development. The essay loses focus in places.

The examples are appropriate and have some detailed evidence, and there is a clear argument that rebranding is not the only factor that is important, as investment is also key.

Useful additional ideas to explore would have been: why the area needed a "rebrand" and how this might be perceived by different groups.

This essay has accurate and relevant knowledge and understanding, and does apply these logically, and uses evidence in support of the argument. The conclusion is limited, but has support from earlier stated evidence about the importance of investment.

Rebranding involves the re-imagining of a place in order to make it seem more attractive, particularly to visitors or businesses. Regeneration is the long-term upgrade of a place which hopefully creates a more sustainable area. Rebranding can be very significant to the success of rural regeneration

as it can make the area appear more attractive to investors who actually have the financial resources to regenerate the area.

First of all, it can be argued that rebranding is highly important to the success of rural regeneration as it makes the area attractive to investors. For instance, in the St Austell region in Cornwall, economic restructuring had occurred in the area leading to a shift from primary to tertiary industry. The area had been rebranded due to the Eden Project opening in the area. This has significantly helped rebrand the area as it was built over derelict clay mines which had once been used for china clay mines. This immediately made the area more attractive. Moreover, it has altered the perception of the area because it has rebranded it. By opening the Eden Project, it has provided many jobs. 90% of the people employed are local, and 50% were previously unemployed. Therefore it is economically sustainable and has stopped the area from being pulled into the spiral of decline. This means the area now has a new image as it is not regarded as deprived anymore. In addition, visitors spend £5m a year there and in the area. This results in the multiplier effect as more jobs can open as more people are being attracted to the area and using nearby towns for accommodation.

As a result, it could be argued that this was crucial to the success of the regeneration because it provided so many new jobs and made the St Austell area attractive to businesses such as Ellandi who own the shopping centre, White Water Place in St Austell.

However, it can be argued that factors such as diversification are more important to the success of rural regeneration. Diversification involves farms branching out into other methods to create more income. For instance, some farms create agriculture-based diversification such as Lobb's Farm. This is where they grow crops such as linseed or open a farm shop. This can be economically sustainable as it provides jobs for local people and it generates income.

Examiner's comments

This response is awarded 10 marks.

The essay starts strongly and demonstrates an understanding of the topic. The student has demonstrated AO1 knowledge about attracting new investment and visitors, and encouraging more spending in the area, focussing particularly on economic regeneration. It does recognise that different groups have different criteria for judging success, but does not go far in identifying or explaining these. Again the main focus is on economic criteria such as jobs and diversification, with the implication being that locals, particularly the unemployed, have gained opportunities. The student recognises that rebranding is part of the broader regeneration process, and also that rebranding is not the only factor to contribute to success, and discusses diversification.

Another strength of this essay is the recognition that rebranding is necessary where people have a negative perception of an area. It would have been useful to explore this theme in greater depth, considering the views of different groups in the area.

This is a Level 2 answer, with some Level 3 elements. It has geographical knowledge and understanding, which is mostly relevant and accurate, and applies this to find limited but logical connections. It produces a partial but coherent interpretation that is supported by evidence, and the conclusion has some support from its argument that is rather limited in its scope, as largely economic criteria are considered. A fuller answer might look at impacts on other community groups, such as long term residents or conservationists, affected by rising house prices and congestion for example.

Rebranding helps improve the attractiveness of rural areas to investors and visitors. An area that has lost employment due to decline of primary industry may seem a poor option for investors. The post-production countryside has numerous challenges. By changing the image of the area, flows of capital, tourists, and business opportunities may begin to transform the area. However, underlying issues of isolation, sparse population, outmigration and low skills require more than a new name and a successful advertising programme.

Cornwall has been rebranded as a place of culture and heritage following the success of the Poldark television series which has refocused attention on the area's mining background from the 18th and 19th centuries and its stunning scenery. The show, and others like Doc Martin provide free advertising, and this is shown globally. www.visitcornwall.com advertises routes and destinations based on the series, with words such as "unforgettable", "stunning" and "paradise" used to encourage visits.

Success of this economic change could be judged in terms of jobs created, visitor numbers and increased spending. However it may be short term and have limited effect. Also jobs associated with tourism are low paid, seasonal and often temporary so success could have limited effects on Cornwall's economy. If visitors decide to invest in second homes, this may push house prices higher, which benefits some but may encourage further movement away by the young who cannot afford the properties on their relatively low wages. More visitors can make the roads even more crowded (e.g. narrow roads in Port Isaac).

However just changing the image through advertising and using positive language does not necessarily create the regeneration needed. Travel times to Cornwall are slow, with car journeys from London taking 8 hours or more on summer weekends. Improved infrastructure would help attract investment. But costs are enormous and too much for a rural county. 7 miles of new road to Weymouth cost £89m and all but £4m was paid by the government! HS2 will do nothing at all for Cornwall!

Education levels in Cornwall are low, and traditionally few have attended higher education. The University of Cornwall has made a major contribution to improving the sustainability of small businesses. For example, they build the skill levels for graduates as part of the degrees they offer. This is economically sustainable and has futurity, and because so many projects are small scale or involve recycled materials (e.g. jewellery from sea glass) they have environmental sustainability as well.

The University offers training and encouragement for Creative Arts graduates to set up their own small businesses and has led to many new job opportunities as they grow. Their spending creates a multiplier effect with further benefits for local communities as young people no longer leave but move into Cornwall permanently. Numbers employed in each case may be tiny but overall the Creative Industries in Cornwall employ more than 1 in 8 people.

These regeneration strategies may be more sustainable and beneficial economically and socially in the long term than changing the image alone. But there are major uncertainties as EU funding to Cornwall will end in 2 years' time and there is no alternative plan from the UK government. National spending infrastructure is needed. Rebranding though and attracting more visitors through use of TV shows has a role, but it is not the most important one in producing a lasting sustainable post-production economy for Cornwall.

Examiner's comments

This response is awarded 13 marks.

The essay has geographical knowledge and understanding and applies this to find some logical relationships. There is use of evidence to support this but it is not complete (for example data on how many jobs/how much spending would be useful). The conclusion is rational and there is balance because there is a consideration of the limitations of rebranding alone as a strategy, but is not fully substantiated.

This answer lacks critical consideration in places, for example it could explain the challenges faced by the post-production countryside and consider the extent to which these could be met through rebranding.

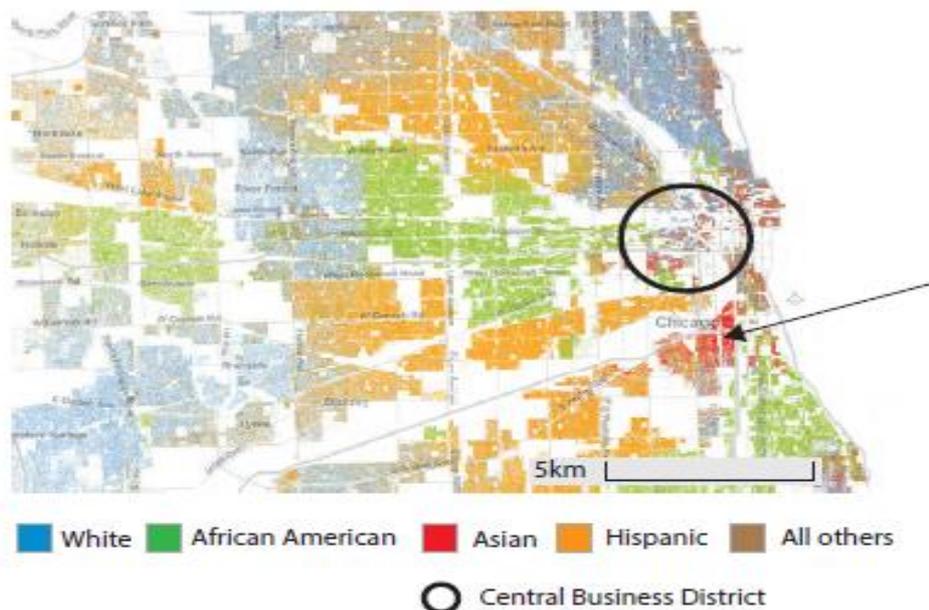
Example 6 – Questions 4 (a) (i) & (ii)

4 (a) Study Figure 2.

(i) Suggest one reason why recently-arrived Asians tend to live in the area indicated.

(3)

The following resource relates to Question 4.



(Source: <http://www.wired.com/2013/08/how-segregated-is-your-city-this-eye-opening-map-shows-you/#slideid-210391>)

Figure 2:

A map showing ethnic segregation in part of Chicago, (USA)

Mark scheme

Question number	Answer	Mark
4(a)(i)	<p>A01 (2 marks)/A02 (1 mark)</p> <p>Award 1 mark for analysing the resource to identify a feature of the area indicated and a further 2 marks expansion up to a maximum 3 marks. For example:</p> <ul style="list-style-type: none"> New migrants will be attracted to places that already have significant numbers of the same ethnic group (1) because there will be shared characteristics, e.g. language, belief systems (1), and existing family members may already be there with offers of housing and economic opportunities (1). <p>Accept any other appropriate response.</p>	(3)

Student answers to 4 (a) (i)

The reason that Asians who have recently arrived in Chicago flock to that area is because there are already Asian people living there. This can make the newcomers feel more welcome as they are around their own ethnic group.

Examiner's comments

This response is awarded 1 mark.

This answer has a basic reason (Asian people already living there) but there is no development of this idea. Making them "feel more welcome" is too imprecise for an extra mark, and the answer needed to give a suggestion of how this might happen.

New arrivals tend to live in and around the central business district due to job opportunities. The fact that Chicago is a built up urban area means that there are many jobs available. This would allow the migrants to be able to get a job quickly in order to send remittances home as soon as they can.

Examiner's comments

This response is awarded 3 marks.

This answer takes a different starting point to many, but it is a valid one. The reason identified here is proximity to the CBD for jobs. This is developed through suggesting that many jobs will be available here (1), so that remittances may be sent home (1).

They tend to live there as that is where other Asians live. They feel more comfortable around their own ethnic group because the shops and services in that region may be more suited to their needs such as Halal food and mosques are in close proximity to them. This allows them to fit into a similar routine as they were before and the language barrier is less of a problem as they are around other migrants and people from the same ethnic background.

Examiner's comments

This response is awarded 1 mark.

The starting reason here is that other Asian people live here (1). This is extended by explaining that there will be local services available (1) such as Halal food and mosques (1). The language point is also valid. The final 14 words repeat what has been said already. Note that this candidate has small writing and perhaps felt it necessary to fill in the space provided. This should be avoided.

(ii) Suggest why some areas in Chicago have a greater degree of ethnic segregation than others.

(6)

Mark scheme

Question number	Answer
4(a)(ii)	<p style="text-align: center;">AO1 (3 marks)/AO2 (3 marks)</p> <p>Marking instructions Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the levels-based mark scheme below.</p> <p>Indicative content guidance The indicative content below is not prescriptive and candidates are not required to include all of it. Other relevant material not suggested below must also be credited. Relevant points may include:</p> <p>AO1</p> <ul style="list-style-type: none"> • property prices will vary across the city and operate as a filter for (poorer) ethnic groups • areas close to entry points (e.g. airports and dock areas) are likely to be more mixed • there may be recruitment of migrants by specific industries, leading to concentrations in the areas where these are located <p>AO2</p> <ul style="list-style-type: none"> • more diversity on the lake, perhaps because of port arrivals and/or airports and closer to CBD to both the north and south perhaps because of mixed housing • large African-American community immediately to west of CBD, with perhaps older and smaller properties of industrial working class • white suburbs on outskirts or city, probably in more attractive areas with higher-cost commuter housing.

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–2	<ul style="list-style-type: none"> • Demonstrates isolated or generic elements of geographical knowledge and understanding, some of which may be inaccurate or irrelevant. (AO1) • Applies knowledge and understanding to geographical information inconsistently. Connections/relationships between stimulus material and the question may be irrelevant. (AO2)
Level 2	3–4	<ul style="list-style-type: none"> • Demonstrates geographical knowledge and understanding, which is mostly relevant and may include some inaccuracies. (AO1) • Applies knowledge and understanding to geographical information to find some relevant connections/relationships between stimulus material and the question. (AO2)
Level 3	5–6	<ul style="list-style-type: none"> • Demonstrates accurate and relevant geographical knowledge and understanding throughout. (AO1) • Applies knowledge and understanding to geographical information logically to find fully relevant connections/relationships between stimulus material and the question. (AO2)

NOTE: 6 mark questions based on a resource like this one require candidates to interpret geographical information (AO2), in this case the map of Chicago, then use their knowledge and understanding from their studies (AO1) to suggest reasons for what they have observed.

Student answers to 4 (a) (ii)

Degree of ethnic segregation can be due to a variety of factors, such as types of employment available, wealth, socio-economic status, crime, health etc. Especially with recent migrants, ethnic segregation is commonplace to allow people of a similar background to network in the same community, with easy access to services specific to them such as places of worship, shops or community centre. As later generations become increasingly assimilated, as there is less ethnic segregation, there is more of a mutual understanding between the communities. Once more ethnic services become more available throughout, segregation is no longer needed.

Examiner's comments

This response is awarded 1 mark.

This student has not made any reference to the map, and none of the points refer to areas of Chicago directly or indirectly. The answer seems to be based solely on AO1 knowledge. The points made are reasonable and show a Level 2 understanding of assimilation. However without any interpretation of the map, the answer can only be marked at Level 1.

Some areas like the African American district to the east of the CBD may be segregated due to discrimination by estate agents forcing them into cheaper less desirable home due to price. Also invasion succession may have taken place, leading to white flight towards the suburbs. As a population threshold is met, services are established, leading to more people of the same ethnic group moving there for access to them.

Examiner's comments

This response is awarded 4 marks.

Here a comment about the distribution of the African American population is explained with reference to the actions of estate agents. "White flight" is also explained, and although the map is not referred to, the student has clearly observed the white population in the suburban areas, so this point is creditable. "Some relevant connections between stimulus material and the question" have been identified. Terminology is used, demonstrating accurate knowledge and understanding (AO1) of the patterns are shown, and though the answer is short it is securely in Level 2.

If there is a large dominance of one specific ethnic group then it would be more difficult for assimilation to occur. Thus there is an increase in social clustering and communities live in segregated groups.

Some areas in Chicago may have concentrations in African Americans or Hispanics, depending on the accessibility of cultural services like restaurants etc. which causes segregation between them and the others.

However, some ethnic groups may have low incomes and therefore can only afford certain areas. For example, the Asians live closer to the CBD whereas the blacks and some whites cannot do so. However the white population is concentrated towards the suburbs due to 'white flight'. This is caused by an influx of migrants settling in and around the inner city, so the white population moves away from these areas as they may feel threatened or alienated from these areas, increasing segregation.

From Figure 2 we can infer that the CBD tends to be quite diverse as this has the better job opportunities and services which mean people from different ethnicities live and work coherently.

Examiner’s comments

This response is awarded 5 marks.

This candidate scatters comments about the segregation of each of the groups throughout the answer. Although the African American and Hispanic groups are not located (“some areas” is too vague at this level), a reasonable suggestion is made for their clustering.

The suburbs and CBD are identified and knowledge and understanding are applied to suggest why the degrees of segregation of their populations vary.

Example 7 – Questions 4 (b)

(b) Explain why there are different perceptions of an urban area’s attractiveness as a living space.

(6)

Mark scheme

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–2	<ul style="list-style-type: none"> • Demonstrates isolated elements of geographical knowledge and understanding, some of which may be inaccurate or irrelevant. (AO1) • Understanding addresses a narrow range of geographical ideas, which lack detail. (AO1)
Level 2	3–4	<ul style="list-style-type: none"> • Demonstrates geographical knowledge and understanding, which is mostly relevant and may include some inaccuracies. (AO1) • Understanding addresses a range of geographical ideas, which are not fully detailed and/or developed. (AO1)
Level 3	5–6	<ul style="list-style-type: none"> • Demonstrates accurate and relevant geographical knowledge and understanding throughout. (AO1) • Understanding addresses a broad range of geographical ideas, which are detailed and fully developed. (AO1)

Question number	Answer
4(b)	<p style="text-align: center;">AO1 (6 marks)</p> <p>Marking instructions Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the levels-based mark scheme below.</p> <p>Indicative content guidance The indicative content below is not prescriptive and candidates are not required to include all of it. Other relevant material not suggested below must also be credited. Relevant points may include:</p> <ul style="list-style-type: none"> • perceptions will vary according to both the objective reality of living spaces and the cultural and social lens through which they are seen • perceptions will change over time as areas change in terms of the economic opportunities on offer • variations in the environmental quality of an area will provoke variations in perception (industrialisation/deindustrialisation) • long-term residents may have different views from outsiders with reference to the reputation of an area • different age groups may be seeking different services and environments, e.g. leisure activities • ethnic and cultural factors will determine the attractiveness of some areas to particular groups – attractive to some but unattractive to others • inner-city suburbs are often dynamic with variations in land use and housing type which are also close(r) to employment/places of education that will make them attractive to some groups, e.g. students • outer-suburban areas offer less variety of land use and generally more dependence on private transport and higher commuting costs, which may determine the attractiveness of an area.

Student answers to 4 (b)

Urban areas are seen as attractive due to the wide range of employment opportunities, commercial and social services as well as entertainment and leisure activities. However, negative perceptions can be adopted through lived experiences. For instance, there are high living costs for housing, commuting and food prices, as well as a general low environmental quality. This is a result of atmospheric pollution, noise and light pollutions and additionally substandard housing (due to the expensive living costs). Another contributing factor is crime rates — crime in urban areas is significantly higher than in rural areas.

Examiner's comments

This response is awarded 3 marks.

This answer has numerous reasons to explain why different perceptions may exist (access to work, social activities, cost, quality of lived environment and crime, for example) but does not identify the contrasting social and cultural lenses through which they are seen. In other words, the student does not identify any groups who may live in the urban area. This would then allow for discussion about how and why their perceptions of the area may vary.

It shows relevant geographical understanding but these ideas are not detailed or developed.

Perception of places is dependent on lived experience or/and understanding of the area. Urban areas in the UK have become increasingly attractive after the switch from Victorian London to a metropolitan London, with retail based areas like Soho. These areas are perceived as desirable due to their diverse culture which is favourable for tourists and migrants as well as young people who are attracted to the range of social-leisure activities such as clubs, centres etc. and economic opportunities.

On the contrary, some areas of London like Newham are viewed as undesirable for a living space by residents and the public because of high crime rates, low environmental quality, high deprivation rates and poor quality housing. However, these perceptions are fuelled by media representation which may be exaggerated in comparison with the accuracy of quantitative data; thus leading to a range of perceptions depending on a person's source of information which shapes their opinion of a place.

Examiner's comments

This response is awarded 3 marks.

The opening sentence shows an understanding of the question, but the second adds little. The reasons for Soho's attractiveness have some value, as do the comments about Newham, but they are not nuanced or compared with the views of others who might think differently about these same areas. This question requires consideration of one area by different people, rather than solely description of contrasting areas.

The point about the media is valid but would be better linked to one of the named areas. Note that place exemplification is not required in 6 mark questions unless asked for, but it is a sound route towards offering the "detailed and fully developed" comments that are needed for Level 3.

Urban areas' attractiveness can depend on what life-stage you are at, and how you would want to use the living space. Urban areas may be attractive because they are close to jobs and hence it could become cheaper to travel to work, but this would only apply to certain people. Life-stage is important as youths would perceive urban areas for entertainment or perhaps for higher education. Also population characteristics may change perception as if a certain type of ethnicity lives here, then many other ethnicities may feel threatened or uncomfortable.

Also the media may play a part as they may show if an area has high crime and then perception would change, such as in Chalvey in Slough. It is presumed to be dangerous because of the area being very rundown and people living around the area are said to have lower incomes.

Examiner's comments

This response is awarded 5 marks.

This student helpfully identifies life-stage as a reason for varying perceptions, and goes on to illustrate this through reference to workers and youths and also in the mention of people's ethnicity. These are partially developed to suggest reasons for differing opinions, showing some range of knowledge and understanding.

The example of Chalvey is helpful, as is the reference to the role of the media. Although this is not on the Indicative content of the Mark Scheme, it is relevant as part of an explanation about different perceptions, so is creditworthy here. The final sentence drifts away, and it is helpful to remind students that even on these short questions a brief glance back at the question at the end of the answer is always a good idea. A few extra words here would have been useful in establishing who might think this. Presumably those who live in Chalvey may or may not think differently.

This answer could easily have been taken to full marks with more fully developed points about the three groups identified, or about Chalvey residents.

Example 8 – Questions 4 (c)

(c) Evaluate the view that successful urban management for some is likely to be unsuccessful for others.

(20)

Mark scheme

Question number	Answer
4(c)	<p style="text-align: center;">AO1 (5 marks)/AO2 (15 marks)</p> <p>Marking instructions Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the levels-based mark scheme below. Responses that demonstrate only AO1 without any AO2 should be awarded marks as follows:</p> <ul style="list-style-type: none"> • Level 1 AO1 performance: 1 mark • Level 2 AO1 performance: 2 marks • Level 3 AO1 performance: 3 marks. • Level 4 AO1 performance: 4–5 marks. <p>Indicative content guidance The indicative content below is not prescriptive and candidates are not required to include all of it. Other relevant material not suggested below must also be credited. Relevant points may include:</p> <p>AO1</p> <ul style="list-style-type: none"> • successful management can be assessed using a range of measures, both economic and social • different stakeholders will use different criteria to assess success as measures such as rates of infant mortality and/or life expectancy will give an indication of social progress whilst the assimilation of ethnic communities might be measured by using measures of voter turnout and the development of local community groups • reductions in inequalities will also reduce measures of deprivation • judgements will depend on the meaning of places and the impact of urban management on these places <p>AO2</p> <ul style="list-style-type: none"> • management will involve local planning decisions with respect to urban land use, which inevitably changes those environments, some will involve the displacement of people • management strategies may not be coherent with contradictions, e.g. attempts to assimilate new migrants while also supporting diversity • local communities are likely to have different perceptions of the value of places and conflicting goals over change, especially in areas of cultural diversity • for some stakeholders, a reduction in deprivation levels will be counted as a success but this will impact on poorer communities who may well not be able to afford to stay if gentrification takes place • the management of an urban area may very well involve changes in services, which will also have a variable impact on communities, e.g. more or fewer retail outlets • management may increase the rate of in-migration into an area which will change the community in ways that will affect some positively but others negatively • increasing political engagement will change the political complexion of an area, which will in turn be counted as a 'success' by those who gain from it but not by others, e.g. changing political complexion of

Question number	Answer
	<p>inner-city constituencies</p> <ul style="list-style-type: none"> • areas might 'improve' economically but only by displacing people to other areas, which may be resisted by those groups

Level	Mark	Descriptor
	0	No rewardable material.
Level 1	1–5	<ul style="list-style-type: none"> • Demonstrates isolated elements of geographical knowledge and understanding, some of which may be inaccurate or irrelevant. (AO1) • Applies knowledge and understanding of geographical ideas, making limited and rarely logical connections/relationships. (AO2) • Applies knowledge and understanding of geographical information/ideas to produce an interpretation with limited coherence and support from evidence. (AO2) • Applies knowledge and understanding of geographical information/ideas to produce an unsupported or generic conclusion, drawn from an argument that is unbalanced or lacks coherence. (AO2)
Level 2	6–10	<ul style="list-style-type: none"> • Demonstrates geographical knowledge and understanding, which is occasionally relevant and may include some inaccuracies. (AO1) • Applies knowledge and understanding of geographical information/ideas with limited but logical connections/relationships. (AO2) • Applies knowledge and understanding of geographical ideas in order to produce a partial interpretation that is supported by some evidence but has limited coherence. (AO2) • Applies knowledge and understanding of geographical information/ideas to come to a conclusion, partially supported by an unbalanced argument with limited coherence. (AO2)
Level 3	11–15	<ul style="list-style-type: none"> • Demonstrates geographical knowledge and understanding, which is mostly relevant and accurate. (AO1) • Applies knowledge and understanding of geographical information/ideas to find some logical and relevant connections/relationships. (AO2) • Applies knowledge and understanding of geographical ideas in order to produce a partial but coherent interpretation that is supported by some evidence. (AO2) • Applies knowledge and understanding of geographical information/ideas to come to a conclusion, largely supported by an argument that may be unbalanced or partially coherent. (AO2)
Level 4	16–20	<ul style="list-style-type: none"> • Demonstrates accurate and relevant geographical knowledge and understanding throughout. (AO1) • Applies knowledge and understanding of geographical information/ideas to find fully logical and relevant connections/relationships. (AO2) • Applies knowledge and understanding of geographical information/ideas to produce a full and coherent

Level	Mark	Descriptor
		<p>interpretation that is supported by evidence. (AO2)</p> <ul style="list-style-type: none"> Applies knowledge and understanding of geographical information/ideas to come to a rational, substantiated conclusion, fully supported by a balanced argument that is drawn together coherently. (AO2)

Student answers to 4 (c)

Successful management takes into account different factors, such as economic, social and environmental. Different types of people would have different views for successful urban management.

Urban management could be recruiting workers and increasing the flow of in-migration to fill the gaps in industries. However, some could argue that the locals are then missing out on the jobs. Furthermore, an increase in migration could lead to cultural dilution if the migrants take over the area. Top down approaches to urban management may be successful in terms of achieving their goal; however it could cause conflicts between the locals and urban management changes. It may be unsuccessful for others if the locals are not listened to when the urban management takes place.

A good indication of whether there have been good social and economic effects would be to look at the infant mortality rates to see if there has been any progress.

Some urban management strategies may favour tourism and visitors over the locals, and therefore the management won't benefit the locals and this could lead to riots. An example of this could be Tottenham in 2011. This is an example of how successful urban management for some may be unsuccessful for others.

Another reason why urban management may not work is if an improvement of the area could cause displacement or it could result in living prices increasing and the poorer families won't be able to afford living in the same area.

Urban management for one area may not be suitable for another area in terms of the financial aspect. Some areas may be more economically developed than others and would therefore be able to afford the management, whereas a different place may not be able to.

Despite the fact there are ways that success may be managed. It is still difficult to quantify success and it could be a matter of opinion, therefore success in one place could be completely different in another place.

Examiner's comments

This response is awarded 13 marks.

This is a basic answer that has some Level 1 features at both AO1 and AO2, but is lacking in content or exemplars. There is an attempt at a structured answer at the start, (social, economic and environmental) which is partially followed through. The arguments are unsupported, and the comments are almost entirely generic.

The point about Infant Mortality could be relevant in some settings, but this point is not located or assessed. There is consideration about how management methods may not benefit all, but a balanced conclusion is almost impossible as there are no examples to base this on.

Urban management can be successful to an extent as everyone has different needs and hence not all urban management would be useful. This can be shown in Tottenham as it has the highest unemployment and also the housing was not modern (post-war) hence the government invested into 10,000 new homes. This had its benefits as it meant that there would be a new perception of the place and also increases investment. However as Tottenham also has lower middle-working classes the new homes displaced many as not everyone could afford it. Therefore it was not successful for the lower income group but it was for people who had the money.

Also there was a new mall introduced and hence customers went to the new mall and companies which were well known were attracted. Therefore it ended up kicking out smaller companies and so would increase the income gap. However the image of Tottenham may improve and so may attract new richer residents, but the poorer (mainly African-Caribbean) will lose out.

In Slough, Aik Saath helps to reduce the tension within the Asian community and this directly makes it helpful to the Asian community as they can easily integrate which means they may get better employability chances and increasing wealth and this may force out other ethnic groups. But the other cultures would benefit as the crime rates may also reduce and also the area would become more welcoming. Therefore through this charity there is a large extent of success.

Examiner's comments

This response is awarded 6 marks.

This answer meets all the Level 1 criteria and has some elements of Level 2 thinking in AO2. There is geographical knowledge and understanding, and this is used to make logical but limited connections. The evidence comes from two examples (Tottenham and Aik Saath in Slough) but is limited. The evaluation is minimal, acknowledging that there are limitations as well as benefits from the management strategies.

Urban management can be measured through economic, social and environmental indicators; these indicators measure the management of an area. The outcomes of economic and social and environmental benefits may conflict with each other and the perceived success of these management strategies put in place is purely subjective due to this clash of success criteria/objectives.

An urban area such as Slough in the south-east of the UK, west of London has seen the most amount of migrants living in an area in the whole of the UK. It's currently the most economically successful town in the whole of the UK, shown through a rise in the overall real GDP of the area, and a rise in real incomes. Its location in proximity to Heathrow has contributed to this, and the investment in Cross-rail provides the people of Slough direct commuter links to central and east London. Therefore the attractiveness to businesses and firms will continue to increase.

However the negative aspect of success seen in Slough is quality of air degradation (air pollution) as once economic growth is achieved, businesses/firms may want to expand to maximise their profits. This is seen through construction companies such as "Bellway" creating flats in Slough. The resulting impact on the environment is that air pollution will occur as the transportation of raw materials and the use of heavy duty machinery in construction requires fossil fuels adding to global warming. SO₂ emissions cloud together with water molecules and drop as acid rain which lead to the pH of lakes/ rivers to rise causing a loss of biodiversity.

Therefore in an environmental context the idea of economic success of an area may result in negative effects on biodiversity and water courses, so would be perceived in a cynical manner whereas an economist would view Slough's economic progress as a success as it is beneficial for incomes, house prices and for the economy in general.

In addition to this, the 'success' of urban management can be indicated through social and economic progress which can be measured through demographic changes, a reduction in 'hate crime' and in deprivation index measurements. Demographic changes that have taken that have taken place in Slough include an increase in the amount of babies and children aged 0-15 (over 10% since 2000). This has put increased pressure on services such as the NHS.

Also there has been a reduction in the amount of overall crime in Slough since 2010 with figures dropping over 22% over the past 7 years. More particularly, levels of hate crime have dramatically decreased, meaning there has been some sort of cultural cohesion within Slough which can be perceived as a success in itself. Charities such Aik Saath (exclusive to Slough) has helped integrate people from all backgrounds into the

community to become unified and more understanding of each other's faith and ethnic backgrounds.

Hence local people or those who work within the community may perceive Aik Saath as an urban management technique that has helped integrate people even though it hasn't completely eradicated racial abuse.

Ultimately the 'success' of urban management depends on perspective as an area can be successful at reducing crime/social tension but not be economically successful. So it is a subjective judgement.

Examiner's comments

This response is awarded 14 marks.

This student gives a detailed evaluation of different perceptions of change in Slough. Management discussed is chiefly Aik Saath, but transport and housing development are also credited.

The answer explores several perspectives of success (economic, social and political), and meets Level 3 descriptors. Much of the knowledge and understanding is relevant and accurate, and logical relationships are found. The evidence is detailed in places, but the conclusion is unbalanced and only partially coherent as it does not fulfil the argument suggested in the introduction. In part the answer drifts away from relevance (an explanation of acid rain is not really needed here, for example).

Therefore it meets the Level 3 criteria for AO1 and the first and second AO2 criteria.