

Mark Scheme (Results)

Summer 2016

Pearson Edexcel GCE
in Geography (6GE02)
Unit 2: Geographical Investigations

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General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

General Guidance on Marking

All candidates must receive the same treatment.

Examiners should look for qualities to reward rather than faults to penalise. This does NOT mean giving credit for incorrect or inadequate answers, but it does mean allowing candidates to be rewarded for answers showing correct application of principles and knowledge.

Examiners should therefore read carefully and consider every response: even if it is not what is expected it may be worthy of credit.

Candidates must make their meaning clear to the examiner to gain the mark. Make sure that the answer makes sense. Do not give credit for correct words/phrases which are put together in a meaningless manner. Answers must be in the correct context.

Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.

When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the Team Leader must be consulted.

Using the mark scheme

The mark scheme gives:

- an idea of the types of response expected
- how individual marks are to be awarded
- the total mark for each question
- examples of responses that should NOT receive credit.

- 1 / means that the responses are alternatives and either answer should receive full credit.
- 2 () means that a phrase/word is not essential for the award of the mark, but helps the examiner to get the sense of the expected answer.
- 3 [] words inside square brackets are instructions or guidance for examiners.
- 4 Phrases/words in **bold** indicate that the meaning of the phrase or the actual word is **essential** to the answer.
- 5 ecf/TE/cq (error carried forward) means that a wrong answer given in an earlier part of a question is used correctly in answer to a later part of the same question.

Quality of Written Communication

Questions which involve the writing of continuous prose will expect candidates to:

- show clarity of expression
- construct and present coherent arguments
- demonstrate an effective use of grammar, punctuation and spelling.

Full marks will be awarded if the candidate has demonstrated the above abilities.

Questions where QWC is likely to be particularly important are indicated "QWC" in the mark scheme BUT this does not preclude others.

Additional Comments specific to 6GE02

- Always credit bullet points and similar lists, but remember if the list is the **only response**, then this is unlikely to be able to get into the top-band (L3 or L4) based on QWC shortcomings. However, bullets and lists as **part of a response** should permit access to the top band.
- Credit reference to the full investigative fieldwork and research process when referred to in any sections of the paper.
- Credit reference to GIS as a fieldwork and research tool in all questions.
- Credit reference to candidates own fieldwork and research across ALL questions.
- Credit use of case studies and exemplar material where relevant.

Question Number 1(a)		
<p>Indicative content:</p> <p>The synoptic chart shows a deep depression centred NW of Scotland with an occluded front stretching down the west coast of Scotland and NW England. Cold front/warm front division is in Mid-Wales with cold front continuing through Cornwall and SW England, whilst warm front goes through Dorset/west Hants.</p> <p>The map shows higher gusts in the SW Ireland (Limerick) as well as SW England (Torquay) W Wales (Mumbles) and NW England (Pennines). There are lower gusts in SE England (Tonbridge). In general coastal areas (Isle of Wight, Mumbles, Torquay) and upland areas (Pennines, Snowdonia) have higher gust speeds than inland (London, Birmingham) and lowland areas (Cambridge).</p> <p>The impacts are therefore likely to be greater in the areas with greater wind speeds. Some might argue that urban areas such as London and Birmingham might have greater impacts due to their higher population density.</p> <p>This will lead to a variety of impacts on areas such as:</p> <p>Coastal areas - flooding of low lying areas at the coast such as Torquay and increased erosion on exposed beaches (Isle of Wight). In extreme cases there could be property damage as beach material is moved onshore (Mumbles). Ferry routes (Wales to Ireland) will be disrupted and in extreme cases ferries can run aground. Rail lines can be cut such as Dawlish Warren near Torquay.</p> <p>Upland areas – extensive tree loss in plantations in West Wales and possible loss of telecommunication and electrical pylons leading to loss of communication and power in remote rural areas.</p> <p>Inland areas - there will be travel disruption as bridges (such as Severn Bridge) will be closed to high sided vehicles, roads will be blocked by falling trees (such as M6) and there will be disruption to rail and air links. There can also be extensive property damage to both residential and commercial property and in extreme cases deaths caused by falling masonry (Holborn, London).</p> <p>Although the resource is primarily on the impacts of high wind speeds, as there is a synoptic chart accept other ideas of impacts caused by deep depressions such as flooding, lightning etc.</p>		
Level	Mark	Descriptor
Level 1	1-4	<ul style="list-style-type: none"> • Basic description of the pattern of wind speeds and/or weather fronts from the maps. • One or two ideas on impacts poorly linked to the map(s). • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	5-7	<ul style="list-style-type: none"> • Some use of the wind speed and / or weather fronts maps. • Suggest possible impacts with some links to either the patterns of wind speeds and/or the weather fronts shown on the maps.

		<ul style="list-style-type: none">• Some structure. Some geographical terminology is used. There are some written language errors.
Level 3	8-10	<ul style="list-style-type: none">• Detailed use of Figure 1, may use both maps.• Suggest possible impacts with some details, may have some exemplification. At the top of band may comment on the variations of the type of impact.• Well-structured and balanced response. Written language errors are rare. Geographical terminology is used.

Question Number 1 (b)		
<p>Indicative content</p> <p>Candidates can choose a range of extreme weather events including: river flooding, hurricanes, tornadoes, heat wave and drought. Expect floods since it is more realistic to do fieldwork on, although some candidates may have done others so credit these as well.</p> <p>There is a wide interpretation of 'results' and 'conclusions', to include actual data for results as well as overall statements for conclusions.</p> <p>Impacts may be social, environmental or economic. Other impacts on health, or infrastructure could also be suggested.</p>		
Fieldwork (primary):	Evidence can come from qualitative sources, e.g. historic/eye witness accounts. Use of interviews/focus groups. Evidence of levels may be anecdotal, e.g. previous signs of damage. Risk maps. May also be based on some quantification, e.g. bank full levels; use of hardware models, e.g. storm simulation. Also credit work which looks at perception of risk/impact, e.g. via interviews. Questionnaires may also feature. Also use of weather diaries/local monitoring of weather.	
Research (secondary):	Use of various sources to get a picture of impacts of the extreme event, e.g. GIS Environment Agency maps; flood risk maps for insurance companies, historic newspaper cuttings/reports and other documentary evidence, e.g. newscasts. The best responses will provide detailed evidence of specific sources, e.g. specialist weather websites, etc, National Rivers Flow Archive (NRFA), NOAA, MET Office rather than 'the internet'.	
<p>Results</p> <p>Data and real places will be used in the more successful responses possibly with details of a flood event. In addition the results of bipolar surveys are also likely to be present. Statistical summaries such as % or means of qualitative survey such as questionnaires might also be examined.</p>		
<p>Conclusions</p> <p>Provides a summary of the data with clear links on how the results show the impacts of an extreme weather event.</p> <p>NB: Maximum 10 for an answer focussed on risk e.g. flood risk, rather than a named extreme weather event.</p>		
Level	Mark	Descriptor
Level 1	1-4	<ul style="list-style-type: none"> • Basic description of fieldwork/research. • Place/location not mentioned or recognisable. • Does not refer to impacts in any meaningful way. • Lacks structure. Considerable errors in language, lacks geographical terminology.
Level 2	5-8	<ul style="list-style-type: none"> • Some description of fieldwork/research OR one or two statements about results and/or conclusions • Some detail on place location. • Some links to impacts • Limited use of geographical terminology. There are some written language errors.
Level 3	9-12	<ul style="list-style-type: none"> • Some description of results and/or conclusions of fieldwork and research into the impacts of an extreme weather event • Includes details on place location.

		<ul style="list-style-type: none"> • Linked to impacts of extreme weather events. • Some use of geographical terminology. Response shows some structure, limited written language errors. <p>Max 10 if response does not include results and/or conclusions from <i>both</i> fieldwork and research</p>
Level 4	13-15	<ul style="list-style-type: none"> • A description of both the results and conclusions of a range of fieldwork and research techniques, shows good use of own/group fieldwork. • Specific details on place location. • Good linkage to impacts of extreme weather events. • Good use of geographical terminology. Structured account; written language errors are rare.

Question Number 1(c)		
<p>Indicative content Extreme weather events could include tropical and temperate storms, snow and ice events and floods and droughts. Extreme can be interpreted as a freak, severe or unusual. There are different ways of managing and responding to extreme weather events using short- and longer-term strategies. Accept broad strategies which include a number of specific methods.</p> <p>Candidates are likely to explain: The role of technology in improving community preparedness, event forecasting and reducing impacts of disasters. Examples could include better computer modelling to forecast/predict locations, durations and likely impacts such as GIFS (Global Interactive Forecasting System) which uses advanced grid computation technology. Satellites can also be used to estimate precipitation intensity which helps in the forecasting of floods. Other candidates might detail the use of new drought resistant crops.</p> <p>Other extreme weather events can be managed by sustainable longer-term solutions, water management and adaptive farming techniques as in south east England or Ethiopia for combatting drought as well as the use of GIS which can be used to prepare mathematical models for extreme weather forecasting – it can process complex spatial information and therefore contribute to the early warning.</p> <p>The impacts of floods can be reduced in many different ways but expect reference to strategies such as those of the Environment Agency flood protection and risk assessments at a local scale such as in York. Accept all other reasonable ideas. Success might be viewed as reducing the impacts of an extreme weather event or reducing the vulnerability to future events. It might also be seen as reducing social impacts at the expense of economic impacts. This might also be seen as top down vs bottom up or MEDC vs LEDC. It could also be seen as a comparison of social vs economic impacts.</p>		
Level	Mark	Descriptor
Level 1	1-4	<ul style="list-style-type: none"> • Generic strategies with limited detail / list of methods • Limited explanation, lacks reference to managing impacts and success • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	5-7	<ul style="list-style-type: none"> • Strategies with some details provided • Some explanation of how impacts are managed / success of strategies • Some structure. Some geographical terminology is used. There are some written language errors. <p>Max 7 for one strategy only</p>
Level 3	8-10	<ul style="list-style-type: none"> • Named strategies linked to extreme weather events • Detailed explanations of how strategies successfully manage extreme weather events • Well-structured and balanced response. Written language errors are rare. Good use of geographical terminology.

Question Number 2(a)		
<p>Indicative content The resource shows four key physical factors that cause some areas to be more vulnerable to coastal flooding than others.</p> <p>Beach morphology Low, shallow and narrow beaches all offer little protection and so could lead to coastal flooding.</p> <p>Physical characteristics of the area Flat, low lying land is vulnerable to flooding during high / spring tides, and during storm surge events and tsunami; impermeable coastal plains.</p> <p>Characteristics of the surrounding area A large fetch may lead to large waves and so lead to flooding. A funnel shaped coast such as in the Thames estuary can lead to flooding. Aspect of the beach if it is facing prevailing winds are likely to cause areas to flood more often. Proximity to plate margins increasing tsunami risk.</p> <p>Changes in the relative level of land and sea Tectonic down-warping where the land 'sinks' into the sea raises sea levels and can lead to coastal flooding such as that which occurred in the Sendai tsunami. Isostatic down-warping where after the removal of ice in Scotland has led to the rebound of the land in Scotland but the sinking of land in the southern half of the UK. Climate change induced sea level rise where, due to the expansion of the sea, low lying areas are more likely to suffer coastal flooding. Climate change will not only raise sea levels but will also increase the magnitude and frequency of storms and so make flooding more likely.</p> <p>The focus is physical –Do not allow credit for identification of human factors such as sediment starvation or lack of sea defences.</p> <p>The above are suggestions only, credit any reasonable ideas that could lead to some areas being more vulnerable to flooding than others. Do not reward fluvial factors such as infiltration rates.</p>		
Level	Mark	Descriptor
Level 1	1-4	<ul style="list-style-type: none"> • Basic description of physical factors / causes of flooding. • One or two ideas on vulnerability poorly linked to Figure 2. • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	5-7	<ul style="list-style-type: none"> • Some reference to Figure 2 within a consideration of causes of coastal flooding. • Suggests possible causes of vulnerability and begins to consider 'more than others' • Some structure. Some geographical terminology is used. There are some written language errors.
Level 3	8-10	<ul style="list-style-type: none"> • Detailed use of Figure 2 within a consideration of causes of coastal flooding

		<ul style="list-style-type: none">• Suggests why some places are more vulnerable than others, may have some exemplification.• Well-structured and balanced response. Written language errors are rare. Geographical terminology is used.
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Question Number 2(b)		
<p>Indicative content</p>		
<p>A range of both fieldwork and research methods should be described but the methods should be related to the success/failure of the defences and not simply describing the defences present. There is a wide interpretation of 'results' and 'conclusions', to include actual data for results as well as overall statements for conclusions.</p>		
Fieldwork (primary):	<p>Measurement/evaluation of existing defences, e.g. use of field sketch, video, digital pictures, use of bi-polar sheet; speaking to residents and visitors (questionnaires/structured interviews/oral histories). Use of video or transcripts to record findings (could be group approach). Rates of coastal retreat can be sometimes calculated in the field from known reference points. Some candidates may have also done cliff erosion/stability surveys.</p>	
Research (secondary):	<p>Historic maps to illustrate change in position of coast/coastal features, e.g. www.oldmaps.co.uk; also local newspapers, blogs/forums etc. Old photographs and post cards may be a useful source (again could be internet sourced). Possible use of GIS/electronic maps to illustrate changes.</p>	
<p>Results</p>		
<p>Data and real places will be used in the best responses possibly with details of a cost benefit analysis of the various defences. In addition the results of bipolar surveys such as cliff condition surveys are also likely to be present. Statistical summaries such as % or means of qualitative survey such as questionnaires might also be examined.</p>		
<p>Conclusions</p>		
<p>Provides a summary of the data with clear links on how the results show the effectiveness (or otherwise) of the coastal management schemes. Provide credit for possible reference to sampling strategies that are part of the planning, e.g. systematic and stratified, number of people interviewed; also some candidates may have used a pilot survey, e.g. to format questionnaires. In reality it is difficult to measure effectiveness – credit any acknowledgment that results may be partial and tentative.</p>		
Level	Mark	Descriptor

Level 1	1-4	<ul style="list-style-type: none"> • Basic description of fieldwork/research. • Place/location not mentioned or recognisable. • Does not refer to effectiveness of coastal management in any meaningful way. • Lacks structure. Considerable errors in language, lacks geographical terminology.
Level 2	5-8	<ul style="list-style-type: none"> • Some description of fieldwork/research OR one or two statements about results and/or conclusions. • Some detail on place location. • Some links to effectiveness of coastal management • Limited use of geographical terminology. There are some written language errors.
Level 3	9-12	<ul style="list-style-type: none"> • Some description of results and/or conclusions of fieldwork and research. • Includes details on place location. • Linked to the effectiveness of coastal management. • Some use of geographical terminology. Response shows some structure, limited written language errors. <p>Max 10 if response does not include results and/or conclusions from <i>both</i> fieldwork and research</p>
Level 4	13-15	<ul style="list-style-type: none"> • A description of both the results and conclusions of a range of fieldwork and research techniques, shows good use of own/group fieldwork. • Specific details on place location. • Good linkage to the effectiveness of coastal management. • Good use of geographical terminology. Structured account; written language errors are rare.

Question Number 2(c)		
<p>Indicative content</p> <p>Coastal developments such as tourism, port/marina development, fishing and resource exploitation leads to competition at the coast which then can create conflicts between a variety of interested parties (stakeholders).</p> <p>Conflicts might be between: Different groups of tourists (swimmers/beach users and sailing/kite surfing) over use of the beach and the near shore such as at Sandown Bay on Isle of Wight. Tourists and environmentalists over environmental damage caused by the overuse of fragile environments such as trampling at Studland Bay. Environmental groups and TNC over port development such as at Harwich. There will be many more depending upon the case studies chosen. The answer must, however, identify the stakeholder and there must be a conflict.</p> <p>Examples can come from locations/stakeholders/types of development.</p>		
Level	Mark	Descriptor
Level 1	1-4	<ul style="list-style-type: none"> • Generic conflicts with limited detail on stakeholders • Limited explanation, lacks reference specific coastal developments • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	5-7	<ul style="list-style-type: none"> • Conflicts with some details provided of stakeholders • Some explanation of how coastal development (s) can lead to conflict • Some structure. Some geographical terminology is used. There are some written language errors. <p>Max 7 for one coastal development only.</p>
Level 3	8-10	<ul style="list-style-type: none"> • Conflicts linked to specific examples of stakeholders • Detailed explanations of the reasons why coastal developments can lead to conflict. • Well-structured and balanced response. Written language errors are rare. Good use of geographical terminology.

Question
Number **3(a)**

Indicative content

The causes of the lack of affordable housing is a result of high house prices which in turn is due to limited supply and high demand of housing in some rural areas. It is also the ability of people in rural areas to afford the available housing.

The impacts of a lack of affordable housing will include the gentrification of rural areas as well as the outmigration of the young.

Causes

Limited supply: Rural areas in National Parks will have limited supply and will not easily be able to create new housing stock. Strategic gaps, green belts and green wedges will also restrict the ability of planners to create new homes in many rural areas. Land ownership issues might also restrict the ability to provide housing. All these factors increase house price.

High demand: Invasion of high paid service classes and quaternary sector workers through the process of counter urbanisation particularly in those rural areas surrounding London such as in the South Downs National Park (**talking head 2**). Spiral of price rises due to the demand for holiday houses/second homes in areas of restricted supply such as National Parks such as in the Lake District. Impact of the grey pound and the downsizing of the baby boomer generation in driving house prices in coastal retirement areas such as Dorset (**talking head 1**).

Impact of the desire to live by the coast on house prices in coastal resorts such as in north Norfolk (**talking head 4**).

Low Incomes: Many jobs in the rural economy are low paid but this is a particular issue in those areas which either rely on agriculture such as East Yorkshire or tourism such as Cornwall (**talking head 3**).

Impacts

Population changes: There is often a decline in population particularly of younger people. At the same time there is often an ageing of the population as either older people move in or simply left *in situ*.

Changes in service provision: Decline in population could lead to a decline in both private and public service provision as there is no longer a threshold population. Invasion of service classes or wealthy second home owners might increase number of high order services such as Gastro pubs which can destroy village community spirit.

Credit the need for **management schemes** as an impact of lack of housing.

Accept other reasonable suggestions.

Level	Mark	Descriptor
Level 1	1-4	<ul style="list-style-type: none"> • Limited use of figure 3 to identify causes / reasons for lack of affordable housing • A few general comments on impacts of lack of affordable housing • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	5-7	<ul style="list-style-type: none"> • Some use of Figure 3 to identify causes / reasons. • Some impacts suggested but lacking detail. • Some structure. Some geographical terminology is used. There are some written language errors. <p>Max 7 if only causes or impacts.</p>
Level 3	8-10	<ul style="list-style-type: none"> • Good use of most / all of Figure 3 to identify causes / reasons • Range of impacts suggested with some details. • Well-structured and balanced response. Written language errors are rare. Good use of geographical terminology.

Question Number 3(b)	
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Indicative content
 Management can be either an investigation of the scheme(s) as well as an assessment of the success of scheme(s).

Fieldwork (primary):	Visit location(s), collect qualitative and quantitative evidence, e.g. oral histories of change, perception of reputation, looking for evidence of change in functional hierarchy, etc. Looking for evidence of improvements to 'place image', 'product' image, etc. Opportunity at busy rural or urban locations to determine sphere of influence, etc (use of questionnaire?). Lots of photographic and video evidence expected, e.g. architectural icons/design features. Especially important as part of urban schemes.
Research (secondary):	Photos/postcards illustrating change, changes in employment, visitor profile and published catchment survey data etc. Urban areas, e.g. crime statistics, visitor numbers/footfall patterns. Data from town/city centre management. Also use of geo-demographic data, e.g. postcode checkers on the internet etc. Data relating to actual schemes.

Provide credit for possible reference to sampling strategies, e.g. systematic and stratified, number of people interviewed, etc. also some candidates may have used a pilot survey, e.g. to format questionnaires.

Note can be either urban or rural.

Level	Mark	Descriptor
Level 1	1-4	<ul style="list-style-type: none"> • Basic description of fieldwork/research • Place/location not mentioned or recognisable. • Does not refer to schemes to reduce inequality in any meaningful way. • Lacks structure. Considerable errors in language. Limited geographical terminology.
Level 2	5-8	<ul style="list-style-type: none"> • Some description of fieldwork/research. • Some detail on place location. • Some links to schemes to reduce inequality. • Limited use of geographical terminology. There are some written language errors.
Level 3	9-12	<ul style="list-style-type: none"> • Some description of fieldwork and research with some details • Includes details on place location. • Linked to schemes to reduce inequality • Some use of geographical terminology. Response shows some structure, limited written language errors. <p>Max 10 if only fieldwork or research.</p>
Level 4	13-15	<ul style="list-style-type: none"> • A detailed of description of both fieldwork and research techniques, shows good use of own/group fieldwork. • Specific details on place location. • Good linkage to schemes to reduce inequality • Good use of geographical terminology. Structured account; written language errors are rare

Question Number 3(c)	
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Indicative content

At its broadest sense inequality means not having equal shares of some common resource. Inequality in urban areas can also be seen as the uneven distribution of opportunity in urban areas. Inequalities can therefore be considered as income deprivation, health deprivation, access to employment (seasonal/tourist etc), access to education, personal mobility, access to services, barriers to housing (affordability of homes).

Social causes can include:
 Upbringing and background, culture, religion, resourcefulness and entrepreneurialism. Accept the idea of 'White Flight' - the movement of affluent people from an area leading to a spiral of decline. Accept political factors such as development (or lack of development) of social housing, access to education and other public services such as transport. High concentrations of ethnic minorities can be associated with deprivation due to discrimination and / or lack of opportunity.

Accept the causes of the high rates of rural to urban migration in LEDC.
 Economic causes can include:
 Resource exhaustion, deindustrialisation, relocation of TNC/lack of inward investment, closure of port/dock facilities, competition from abroad resulting in closure of key industries. Accept closure of private services as well as lack of private investment in the housing stock.

When discussing causes, candidates are also likely to refer to negative multiplier effects.
 There is an inevitable overlap between social and economic reasons.
 Note – can be MEDC or LEDC.
NB Do not credit rural areas.

Level	Mark	Descriptor
Level 1	1-4	<ul style="list-style-type: none"> • Limited details on the chosen named urban area. • A few generic reasons for inequality • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	5-7	<ul style="list-style-type: none"> • Some detail about the chosen urban area. • Some explanations for socio-economic inequalities but narrow in focus e.g. mostly economic. • Some structure. Some geographical terminology is used. There are some written language errors.
Level 3	8-10	<ul style="list-style-type: none"> • Detailed content about the chosen urban area. • Range of explanations for inequality; identifies different contributing factors. • Good use of geographical terminology. Well-structured and balanced response. Written language errors are rare.

Question Number 4(a)	
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Indicative content

The line graph shows that additional income rises slowly from 2007 onwards as facilities are starting to be built. Additional income rises rapidly from 2011 when great efforts are made in the construction of the stadia and possibly in related transport and retail elements of the rebranding scheme. Additional income peaks with the games themselves in 2012 and then declines rapidly to a low in 2016. Additional income projected to stay the same until 2020.

Economic regeneration can be seen by the higher post games additional income. The photos show derelict land and buildings highlighting deindustrialisation and the need for rebranding. It then shows the games themselves and the subsequent regeneration of the area highlighted by new economic opportunities in contrast to photograph A.

Reasons for the trends in additional income include:

Before: Initial preparation (i.e. clearing of derelict land photo) of the site requires few local workers and is often carried out by contractors based outside the area due to the low skill base in areas requiring rebranding. Additional income is likely to be from daily spend of these contractors. Employment might actually fall as existing firms are removed from the area or close. Economic regeneration is therefore small.

Peak: The games themselves generates huge revenues as spectators, athletes, sponsors and media have a high daily expenditure in local hotels and with local suppliers. Local employment is at a peak. As well as multiplier effects, there is also cumulative causation which increases local expenditure and so act as a catalyst for economic regeneration (photo opening ceremony).

After: Temporary games employment falls off and construction jobs collapse leading to the out migration of migrant workers. Additional income falls but the legacy of the rebranding process (better environment, infrastructure and public and private services) attracts new residents and businesses (retail) into the area and so increases local expenditure cementing economic regeneration (photo Westfield).

NB Maximum marks can be achieved without covering the full 2004-2020 period.

Level	Mark	Descriptor
Level 1	1-4	<ul style="list-style-type: none"> • Description of the change (s) in local additional income / photos. • Basic reasons with limited links to sport / retail led regeneration. • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	5-7	<ul style="list-style-type: none"> • Some use of Figure 4 data and photographs to identify trends / change. • Some reasons for identified trends / change linked to sport / retail led regeneration • Some structure. Some geographical terminology is used. There are some written language errors.
Level 3	8-10	<ul style="list-style-type: none"> • Detailed use of Figure 4 data and photographs to support reasoning. • Detailed reasons for identified changes / trends linked to sport and retail led regeneration e.g. catalysts for regeneration. • Well-structured and balanced response. Written language errors are rare. Good use of geographical terminology.

Question Number 4(b)	
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Indicative content	
Rebranding can be used as a tool or catalyst to improve quality of places. There are a range of fieldwork and research opportunities – expect these to include some of the following:	
Fieldwork (primary):	Visit location(s), collect qualitative and quantitative evidence, e.g. oral histories of change, perception of reputation, looking for evidence of change in functional hierarchy etc. Looking for evidence of improvements to ‘place image’, ‘product’ image etc. Opportunity at busy rural or urban locations to determine sphere of influence (use of questionnaire). Photographic and video evidence expected, e.g. architectural icons/design features. Especially important as part of urban schemes (linked to rebranding).
Research (secondary):	Photos/postcards illustrating change, changes in employment, visitor profile and published catchment survey data etc. Urban areas, e.g. crime statistics, visitor numbers/footfall patterns. Data from town/city centre management. Also use of geo-demographic data, e.g. postcode checkers on the internet etc. Particular data relating to actual schemes.

Provide credit for possible reference to sampling strategies, e.g. systematic and stratified, number of people interviewed; also some candidates may have used a pilot survey, e.g. to format questionnaires.

Note can be either urban or rural.

Level	Mark	Descriptor
Level 1	1-4	<ul style="list-style-type: none"> • Basic description of fieldwork/research • Place/location not mentioned or recognisable. • Does not refer to the success of rebranding in any meaningful way. • Lacks structure. Considerable errors in language. Limited geographical terminology.
Level 2	5-8	<ul style="list-style-type: none"> • Some description of fieldwork/research. • Some detail on place location. • Some links to the success of rebranding schemes. • Limited use of geographical terminology. There are some written language errors.
Level 3	9-12	<ul style="list-style-type: none"> • Some description of fieldwork and research with some details • Includes details on place location. • Linked to the success of rebranding schemes. • Some use of geographical terminology. Response shows some structure, limited written language errors. <p>Max 10 if only fieldwork or research.</p>
Level 4	13-15	<ul style="list-style-type: none"> • A detailed of description of both fieldwork and research techniques, shows good use of own/group fieldwork. • Specific details on place location. • Good linkage to the success or rebranding schemes.

		<ul style="list-style-type: none">• Good use of geographical terminology. Structured account; written language errors are rare
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Question Number 4(c)		
<p>Indicative content Rebranding can be used as a tool or catalyst to improve the fabric of urban areas. This in turn can 'kick-start' economies and lead to a cascade of positive effects.</p> <p>There are a number of factors that can mean that rebranding is needed, including economic, environmental and social (there is sometimes little divide between the three) factors.</p> <p>Economic factors are often linked to a decline of CBD, and so the loss of retailing function as well as competition from other areas, e.g. internet and out-of-town retail complexes. This has been accompanied by a loss of commercial function such as Dudley town centre. Other areas have seen the loss of industry such as shipbuilding (Newcastle), car manufacture (Birmingham), small workshops or coal mining and deindustrialisation such as Stratford. Coastal areas such as Morecombe (urban places) also have their own special set of economic problems that lead to a need to rebrand (competition from overseas travel, decline of fishing).</p> <p>Environmental factors are often linked to the economic factors such as poor quality environments (air water and land pollution) creating a spiral of decline such as was the case in the London Docklands. Other environmental factors include a lack of recreation/leisure opportunities as well as the increase of derelict land that deters inward investment (such as the Lower Swansea Valley).</p> <p>Social factors are often the result of a combination of economic factors and environmental factors. These include poor housing, poor education, low incomes, high crime levels such as Salford in Greater Manchester. This often leads onto a lack of opportunity, a feeling of loss and neglect as well as deprivation, a lack of access to goods and services as well as few opportunities to gain jobs/employment.</p> <p>All of these factors often combine to the area economically and demographically declining and so having the need for rebranding. Do not credit how places have rebranded. The focus of the question is the need for rebranding.</p> <p>NB: no marks for rural rebranding examples. NB: answers should focus on one urban area; if more than one credit the best.</p>		
Level	Mark	Descriptor
Level 1	1-4	<ul style="list-style-type: none"> • Limited details on the chosen named urban area. • A few generic reasons for need to rebrand, lacks explanation. • Lacks structure and very limited use of geographical terminology. Considerable errors in language.
Level 2	5-7	<ul style="list-style-type: none"> • Some detail about the chosen urban area. • Some explanations of reasons for the need to rebrand; may be narrow in focus e.g. economic or environmental. • Some structure. Some geographical terminology is used. There are some written language errors.
Level 3	8-10	<ul style="list-style-type: none"> • Detailed content about the chosen urban area. • Range of explanations related to need to rebrand; identifies different contributing factors.

		<ul style="list-style-type: none">• Good use of geographical terminology. Well-structured and balanced response. Written language errors are rare.
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