

# Topic 2

## Changing places

Note: refer to the second paragraph of the general introduction for the nature of the answers in Topic 2.

### The nature and importance of places

- 1 Location is where a place is (1 mark), its exact position or coordinates on a map (1 mark), whereas locale is the setting where something happens (1 mark). In terms of sense of place, it is about a place being associated with particular events (1 mark).
- 2 Place can be critical to the construction of identity. Usually our own home and local geographical area give us the sense of place which is associated with our belonging and wellbeing. A feeling of security in knowing where we are and what to expect of a place gives us this feeling of consciousness of a specific place and belonging to it. This in turn engenders a loyalty to a place or region and becomes part of our identity.
- 3 Insider perspective:
  - People have a stronger relationship with the places they are familiar with.
  - The perspective of an insider is to be in a place they belong to and can identify with, for example your (named) home village or town.
  - The more time you spend there then the more profoundly inside you are and thus your identity with the place is stronger.
  - This can lead to a feeling that you do not want the place to change and therefore may oppose proposed developments nearby (the idea of 'nimbyism' is likely to come from an insider perspective).

In comparison, the outsider perspective:

- The perspective of an outsider is one of feeling 'out of place' or that you do not belong in a place. This is likely to happen if you venture to a different town or foreign country.
- The feeling of being outsiders may be experienced by refugees, migrants etc.
- Rather than feeling a sense of belonging, there is a feeling of alienation.
- It takes time to adapt to the different place, for example to find out where essential services are or in some cases to adapt to a new language.
- Outsider feelings exist however 'welcoming' the different place is but will last longer if it is less welcoming — but this in itself may be based on individual perception.

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- a The terms 'near' and 'far' have several potential meanings when it comes to place. They can refer to the geographical distance between places (1 mark). Equally, they could describe the emotional connection with a particular place (1 mark) and how comfortable a person feels within that place (1 mark). Some places feel more familiar than others (1 mark) due to personal experience or because of frequent exposure to them. (However, in these days of globalised culture, travel and media, far-off places are not automatically strange, uncomfortable and different.)
- b Experienced places are those places that a person has spent time in (1 mark), whereas media places are those that the person has only read about or seen on film (1 mark). The 'reality' of a place can be far different to that put across by the media (1 mark).

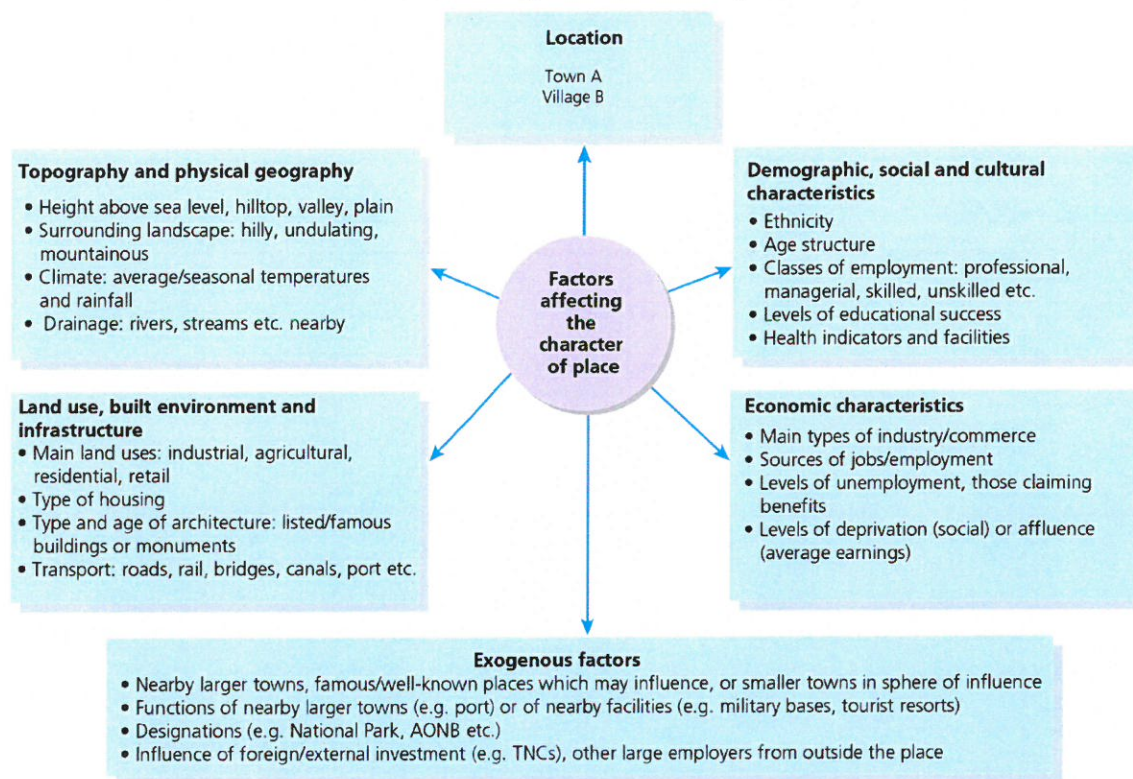
5 Media will often focus on the 'good' or 'bad' of a place depending on the intended purpose and will not always give the balanced perspective or scale down to different parts of a place. Instead, media often present a generality. For example, the countryside in the UK has been stereotyped as having a happy, healthy and close-knit community experiencing few of the problems of urban life. However, the idyllic image of the countryside put forward by the media and advertising companies hides a host of problems such as unemployment and underemployment, the scarce availability of affordable housing and the reduction in public transport services. Similarly, inner-city areas are often portrayed as squalid and deprived but within some inner cities there are vibrant, healthy and secure communities with a good level of social welfare.

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- Endogenous factors are those that originate internally (1 mark) and include aspects of the site or land on which the place is built — for example, the physical, demographic and economic characteristics of the area as well as the built environment and infrastructure (1 mark).
- Exogenous factors are those that have an *external cause or origin* (1 mark) — for example, links to or influences from other places (1 mark).

7 The completed diagram for Figure 2.1 below gives ideas of what to include in each box of the diagram but the actual details will depend on your individual place of study:

**Factors affecting the character of place**



# Changing places

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- Local and national government policies and agencies — for example, regeneration schemes, regional development support such as tax breaks or enterprise zones, green belt policy etc.
- Decisions of large companies or TNCs — for example, to establish a new plant or factory in the place (or nearby) or alternatively to close one down
- Housing development with permission from planning authorities to build new houses
- International global institutions will have impacts in some places — e.g. World Bank funding for development, UN/WHO intervention.
- NGO intervention in some areas may influence the nature and character of places.

9 Past connections within (historic events that have made the place famous or well known), for example:

- for staging sporting events like the Olympics
- terrorist attacks (New York, London, Paris)
- human-made disasters (Chernobyl)

- natural disasters (New Orleans)

Past connections from beyond the place:

- decisions of TNCs to locate there (Nissan near Sunderland)
- government decisions to regenerate areas (Devonport)
- influence of international institutions in an area (World Bank, Aswan Dam)
- influence of colonial powers in a town or city (Corfu Town)

Present connections within:

- processes such as gentrification (Brixton) — could be argued as external forces
- processes such as studentification (Lenton, Nottingham) — as above
- local government planning or management strategies (Curitiba, Brazil)

Present connections from beyond the place:

- influence of recent migration (Peterborough)
- influence of TNCs to close production operations and leave an area (SSI steelworks, Redcar; Goodyear Tyres, Wolverhampton)
- influence of global institutions (World Bank running projects in Haiti)
- influence of NGOs (in rural and city areas in developing countries)
- suburbanisation and counter-urbanisation of rural fringe villages and market towns

**10**

- Immigration — can change age structure, demographic structure and cultural characteristics.
- Emigration — tends to leave the elderly and sometimes the very young behind; cultural traditions may be lost as a result.
- Housing developments — can attract certain groups of people such as young families, the elderly, or social or affordable housing may attract the less wealthy.
- Studentification of an area changes the age profile and attracts different services to an area.

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- Local scale — gentrification leads to change in property values and land uses, but may push local people out who can no longer afford the cost of living there.
- Regeneration projects may attract investment and jobs to an area but may increase inequalities between the local population living there and those who only work in the area.

- External investment from large TNCs may improve the local and national economy but increase inequality between professional, managerial, skilled and unskilled workers (the latter may remain unemployed).

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- From living and working there
- From visiting as a tourist (or for other reasons)
- Real-life experiences and memories help us to develop a sense of place.
- Places can create memories (good or bad) — this is known as ‘place memory’.
- Place memory refers to the ability of place to make the past come to life in the present.

Use an example of where you have developed a sense of place from memory.

13 Sense of place is based on real-life experience (1 mark) of a place and the memories (1 mark) of that experience, whereas perception of place is developed through what people have heard, seen or read about a place (1 mark) (usually from a media source) without actually having visited it (1 mark).

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a Role of external agencies in managing perceptions of place

External agency	Reasons for trying to influence place meaning
Local or central government (3 marks)	<ul style="list-style-type: none"> <li>• To attract businesses and investment</li> <li>• To attract visitors or tourists</li> <li>• To attract funding for redevelopment or regeneration</li> <li>• To redress negative perceptions by highlighting positives/attractions</li> <li>• To develop a new focus/theme or function (e.g. ‘foodie’ towns)</li> <li>• To attract new residents</li> </ul>
Corporate bodies (3 marks)	<ul style="list-style-type: none"> <li>• To attract skilled workers and professionals</li> <li>• To be associated with the positive image of a place</li> <li>• To use the place positively in advertising, marketing</li> <li>• To attract funding for regeneration or infrastructure development</li> </ul>
Local or community groups	<ul style="list-style-type: none"> <li>• To engender local pride and boost morale among residents</li> <li>• To engender a positive community spirit</li> </ul>

(3 marks)	<ul style="list-style-type: none"> <li>• To encourage local people to become involved in planning decisions</li> <li>• To fight planning decisions that may change the positive perception of place</li> </ul>
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**b** Rebranding to promote by:

- reviving a pre-existing but outdated positive image (e.g. seaside resorts)
- differentiating an area from other places nearby (perhaps with negative image)
- highlighting recent changes or activities taking place there
- linking a place with a positive image or event

Strategies used to market places include:

- advertising campaigns, including social media marketing through Facebook
- websites/newsletters
- promotional activities or events

## Quantitative and qualitative skills

**15** Quantitative data can be quantified and verified (1 mark) from a source and can be used in statistical manipulation (1 mark). Qualitative data include non-numerical forms of information (1 mark); they are likely to be descriptive (1 mark) and include artistic portrayals such as paintings or photographs. They can include aural recorded data from interviews etc. (1 mark), which could be coded and used in statistical analysis.

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**a**

- The data suggest that Blakenhall is more likely to be an inner-city area and Brill a suburban area or village on the rural/urban fringe.
- Blakenhall has inner-city characteristics because of its relatively low proportion of white British residents, which suggests a high proportion of residents from other ethnic groups.
- To support this further, it has a relatively high unemployment rate and a relatively young population, though house ownership is relatively high for an inner-city area.
- Brill has a much larger proportion of white British residents and relatively low unemployment.
- The average age in Brill is only slightly higher than Blakenhall, suggesting this is not a place with a high elderly or retired population and, given its location in Buckinghamshire, it is likely to house London commuters.

**b Quantitative data**

- Details about the nature of employment of the populations in both locations
- Details of the majority ethnic groups in Blakenhall
- Details of educational qualifications attained in both locations

**Qualitative data**

- Type of housing in the two locations
- The amount of green space available
- Nature and quantity of services available such as shops, health facilities, bus services
- Photographs from the two places

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**Contrasts**

- Figure 2.3a shows a row of terraced housing with no front garden (some have a small front yard), whereas Figure 2.3b shows a mixture of detached bungalows and larger detached houses with gardens.
- The houses in Figure 2.3b are much larger than those in Figure 2.3a with more space around and between them; they are also more modern and of mixed designs.
- In Figure 2.3a the older properties were built without drives or garages so cars are parked on both sides of the street meaning there is little room for passing traffic, whereas in Figure 2.3b the houses have driveways and garages so parking is off-road, leaving the roads clear.

**Interpretation**

- It appears that Figure 2.3a is taken from an inner-city or inner suburban area of a city with higher density housing, whereas Figure 2.3b is taken from an outer suburban area or a rural/urban fringe location such as a suburbanised village where more space is available.

**18 Quantitative data**

- Research both wards of Cambridge using [www.neighbourhood.statistics.gov.uk](http://www.neighbourhood.statistics.gov.uk) — 2011 census data.
- Draw up a list of contrasting quantitative data including ethnicity, age structure, employment levels and types, house ownership, educational qualifications attained, student populations.

For example:

- The mean age in Romsey is 34.2, whereas the mean age in Histon is 38.8.

- The percentage unemployed (including long term) in Romsey is 1.7%, whereas the corresponding figure in Histon is 2.6%.
- In Romsey there are 66% white British, whereas in Histon 82.6% are white British.

As Cambridge is a university city it is worth contrasting the percentage of students in each ward — Romsey (21.1%) compared to Histon (8.3%).

- It is worth comparing the corresponding statistics of each ward to those for Cambridge as a whole and also for England.

**Qualitative data**

- Look for photographic images from both wards [www.geograph.org.uk](http://www.geograph.org.uk).
- The map reveals a little more about each settlement:
  - Romsey is located closer to the city centre and has the appearance of an inner-city area with a grid-iron street pattern and central services nearby such as swimming pool, sports centre and railway station.
  - Histon is an outlying, mainly linear settlement on the urban fringe, surrounded by more open space and countryside. The housing estates appear to have more of a curved street pattern with many cul-de-sacs. Histon appears to be a large suburbanised village and is served by a college, a sports centre and a hospital.

# Place studies

This is a personal study so the tables only include guidance for indicative content. The framework of the questions is designed to help you construct your two contrasting places.

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Local place	Contrasting place
<ul style="list-style-type: none"> <li>• Where located, coordinates</li> <li>• Nearby places</li> <li>• Landscape and topography</li> <li>• Nearby natural features</li> </ul>	Contrasts

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Local place	Contrasting place
<ul style="list-style-type: none"> <li>• Origins of settlement</li> <li>• Previous functions</li> </ul>	Contrasts



<ul style="list-style-type: none"> <li>• Main industries/services</li> <li>• How the settlement has grown — housing, services etc.</li> <li>• How functions have changed</li> </ul>	
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Local place	Contrasting place
<ul style="list-style-type: none"> <li>• Ethnic composition</li> <li>• Age structure, mean/median age</li> <li>• Employment — types</li> <li>• Educational attainment</li> <li>• House ownership</li> </ul>	Contrasts

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Local place	Contrasting place
<ul style="list-style-type: none"> <li>• % unemployed</li> <li>• Levels of deprivation</li> <li>• Types of industry/services</li> <li>• Main employers</li> <li>• Recent changes — deindustrialisation, redevelopment, new investment?</li> </ul>	Contrasts

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Local place	Contrasting place
<ul style="list-style-type: none"> <li>• Levels of health, morbidity and healthcare; life expectancy</li> <li>• School result statistics</li> <li>• Crime figures</li> </ul>	Contrasts

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- Lived experience of place can come from a range of sources.
- For example, the Department for Communities and Local Government conducted a Place Survey to gauge people's perceptions of their local area and the local services they received.
- The Personal Wellbeing Survey has monitored personal wellbeing and life satisfaction.
- You might want to carry out your own questionnaires or interviews with local people about their lived experience or perceptions of place.
- Social media sources such as Twitter, Facebook, Instagram and Pinterest can provide lived experience of place as people increasingly communicate online about places they have visited.
- Blogs can be an excellent source of information about an area.
- Make sure you acknowledge the strengths and weaknesses of each source.

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- You will need to use sources already outlined for the two places you have studied.
- The emphasis here is on the changing characteristics so the data will need to be from the same point in the past (for both places) — possibly 50 years ago and current data.
- It is the *changes* in the two settlements you are comparing, not comparing the past and the present.
- Demographic and cultural data should include: age structure; ethnic composition; birth rates; death rates; infant mortality; fertility rates; life expectancy.
- Cultural characteristics should include heritage; religious beliefs; language etc.

### Exam-style questions (AS, Paper 2)

1 (AO1) (1 mark)

Answer = D

2 Award 1 mark for each relevant point with extra mark(s) for developed points. (AO2) (3 marks)

- Named place: e.g. Royal Wootton Bassett (1 mark)
- Type of media: TV/online; newspapers (1 mark)
- Depiction (one way) — military funeral repatriations (1 mark) as they pass through the town shown on TV news — consequently given Royal Charter and patronage by the Queen in gratitude — first royal patronage for over 100 years

**3** (AO1, AO2) Level 3 (7–9 marks); Level 2 (4–6 marks); Level 1 (1–3 marks)

Indicative content:

- Data sources are likely to include: maps (old and current); photographs; newspaper articles; possibly interviews; blogs or via social media; publicity/promotional materials (old and current); artists' impressions; posters etc.
- Need to evaluate and compare each source.
- Score (subjective) each source based on its ability to improve perception/image of the place.
- Justify scores and explain why some data sources were more useful than others.

**4** (AO1, AO2) Level 4 (16–20) marks; Level 3 (11–15 marks); Level 2 (6–10 marks); Level 1 (1–5 marks)

Indicative content:

*Characteristics checklist*

- Socioeconomic factors — employment opportunities, educational attainment, crime rates, levels of wealth/affluence
- Physical geographical character — topography, altitude, aspect, drainage, geology
- Demographic factors — population size, density, age structure, ethnicity
- Location — urban/rural; nearby settlements; routeways — roads, rail, rivers, coast
- Cultural characteristics — heritage, religion, language
- Built environment — architecture, age, building materials, building density etc.
- Political characteristics — political leanings, strength of local council, resident groups

Considering all the above as a checklist — to what extent have external agencies affected any of these characteristics?

*External agents*

- Central government — e.g. boundary changes; green belt policy; regeneration
- Corporate bodies/large TNCs — wishing to invest may change socioeconomic characteristics
- Developers — buying land and seeking planning permission for housing, business parks etc.
- Migrants
- International organisations — e.g. EU

**Exam-style questions (A-level, Paper 2)**

- 5 Award 1 mark for each relevant point with extra mark(s) for developed points. (AO1) (4 marks)

Places can be represented qualitatively with the use of photographs (1 mark) or artistic images from the past (1 mark). Equally, qualitative data might include old and current maps (1 mark), publicity materials or newspaper articles about the place (1 mark). Interviews (1 mark) may have been recorded orally or by questionnaire (1 mark).

- 6 (AO2, AO3) Level 2 (4–6 marks); Level 1 (1–3 marks)

- Data are useful because they show change over a 30-year period.
- This period saw considerable change in the ward, especially in terms of ethnicity and home ownership (and in occupation type to a lesser extent).
- Most of the more drastic changes actually took place within the 10-year period from 2001 to 2011 but this could not have been observed outside the context of the 30 years (showing less change between 1981 and 2001).
- The data are also useful as they show a range of related socioeconomic and demographic information.
- Less useful is the lack of qualitative input — it is clear there was change but the census data do not make it clear exactly what change. The data show that by the end of the period there was a smaller proportion of white British population in the ward, more unskilled workers, slightly younger people and a higher proportion renting property. We could surmise from this that there was inward migration.
- However, qualitative data such as photographs and interviews might reveal more about, for example, the influx of eastern European migrants into the central part of the town.

- 7 (AO1, AO2) Level 4 (16–20) marks; Level 3 (11–15 marks); Level 2 (6–10 marks); Level 1 (1–5 marks)

Indicative content:

*Named place(s)*

- Media representation — in what media form? (TV/newspapers/social media)
- Perceptions created:
  - Positive — e.g. Ludlow — food town, historic market town — Norman castle, Tudor architecture
  - Negative — e.g. Stoke-on-Trent — often portrayed as grim industrial city suffering from deindustrialisation, decline, unemployment and social problems
- Reality of living in this place/these places from your studies:
  - Research — e.g. for positive perceptions are there any contrasting negative data? E.g. Ludlow — unemployment levels, crime, social problems

- For negative perception is there a positive reality? E.g. Stoke-on-Trent — some modern industries; proximity to Peak District NP etc.
- Conclusion — assess the extent to which media representation differs from the reality you have studied.