

A large bronze bull statue stands prominently in a city plaza. The bull is facing right, its head turned slightly back. Its body is robust, with a thick neck and a broad chest. The statue is set against a backdrop of modern buildings with large glass windows. In the foreground, there's a paved area with some people walking by. To the right, a person is sitting on a bench next to a grey metal structure that has "HOLLISTER CO." printed on it. The overall atmosphere is urban and contemporary.

Geography: Y11 into Y12 Summer Work

Objective –

To prepare students finishing their GCSE for the demands of A level Geography.

To specifically focus on the Changing Places

What do you need for the start of the year?

- Two folders:
 - Lever arch file that stays at home (mostly)
 - Ring binder to bring current work
- Revision Guide – purchase later in the year.
- Equipment including calculator
- Be organised - date every piece of paper (top left corner); new notes go at the back of the folder.
- Record of work sheet at the front (to be issued).
- Student guide (for Mr Knight part of the course – WJEC/EDUQAS Geography Changing Places Student Guide by David Burtenshaw Hodder Education **ISBN 9781471864056**)

Information for students:

You have already been set some work for completion over the summer term. This work focuses on the first two units of work you will study in year 12: Glaciation and Changing Places.

We have set you some more activities for you to work on over the summer holidays. This mainly focuses on how places in the UK change.

If you have any issues with this work, please email me at:

sknight@clcc.college

Mr Knight – Changing Places work (summer holiday work)



Task- Choose one of the tasks on the next few slides. You only need to attempt one of the tasks



Urban decline and rebranding

- **KEY INFORMATION**

- **Why rebrand?**
- There are many reasons why areas need to rebrand and change their image. Some key definitions are:
- Regeneration- This is the physical change of an urban or rural area. The intention is to attract investment and bring economic wealth in the area and bring in more visitors.
- Re-Imaging- How areas construct and promote a more positive image to increase its popularity.
- Rebranding- Helping change to the area to be more attractive to a different target audience.
- Before an area rebrands itself, it must look into the following aspects:
 - - Environmental factors- improving derelict infrastructure
 - - Social factors- overcoming cycles of decline and poverty
 - - Economic factors- Improve investment and job opportunities
 - - Political factors- What money can be brought in from various initiatives and grants?
- **CBD in decline**
 - - Many CBDs can fall into decline due a number of reasons
 - 1) Increase in rent and costs/upkeep
 - 2) Congestion in town centres puts people off coming in and spending money
 - 3) The rise of out of town shopping centres and outlets
 - 4) Edge of town science parks reducing the need for offices in the centre of town.

TASK 1:

1. Create a cycle of decline for a town where the CBD is suffering. What are the knock on effects?
2. Using the photo of Birmingham below, research how the city has transformed itself.



Decline in countryside villages

Although many countryside areas are deemed as idyllic, the rural community has been hit with many crisis' and images of village life has been portrayed as difficult and sometimes boring.

This is due to:

- Wide spread coverage of the food and mouth scandal in 2001, showing the nation horrible

images of burning dead animals.

- Pressure groups and coverage of hunting

- Bad reputation- boring, sleeping, backward and unfriendly

This decline has led to a number of challenges for rural areas

- Affordable housing- often large farm houses or bought as second homes. This prices out first

time buyers and a younger market

- Depopulation- younger residents moving out because of house prices, university or for job

opportunities elsewhere.

- Changes in agriculture- low pay, long hours and increase of mechanisation

- Transport- difficult access and lack of reliable public transport

Decline in countryside villages

Previous coalmining areas

Between 1984 and 1997, 170,000 coal mining jobs were lost in England. This has led to a number of challenges in a previous thriving community:

- Ground contamination from the mines and now areas of dereliction
- No grounding for entrepreneurial skills or education as the population went into the coal mining business.
- Long term illnesses due to the amount of time spent by some in the mines.

TASK 2: Villages in NW Leicestershire have experienced a decline.

1. Identify places in NW Leicestershire that have experienced a decline.
2. What has been the impact of the spiral of decline in these places? (Use statistics/ photographic evidence/ news clippings/quotes)
3. How have places like Moira and Snibston rebranded themselves in recent years? (Use statistics/ photographic evidence/ news clippings/quotes)