

1.3







Year 12
Module 1H

Changing Places



Geography Knowledge Organiser

1.3.1 - Relationships

Distinct places	
	Landmarks - unique buildings, such as castles, cathedrals, monuments
	Culture - unique traditions, e.g cheese rolling race in Gloucestershire
	Social - religion, ethnic group, language of the place
	Demographic - the average age, sex ratio
	Economic - dominant jobs and specialisms of the place
	Environmental - unique natural structures or type of environment

South Tyneside (local place)	Lake District (distant place)
Landmarks Arbeia (Roman fort), Souter lighthouse, Jarrow Hall, Ocean Beach Pleasure Park	Landmarks Holker Hall & Gardens, Via Ferratas, Beatrix Potter's House, Castle Rigg
Culture Catherine Cookson, football, Jarrow march, Geordie	Culture William Wordsworth, Alfred Wainwright, UNESCO World Heritage Site
Social Christian(70%), Atheist (20%) , White (93%), Asian (3%), English (Geordie slang)	Social Christian(80%), Atheist (10%) , White (99%), English
Demographic Total: 148,127, 52% females, 48% males	Demographic Total: 496,200, 51% females, 49% males
Economic In the top 10% of <u>most</u> deprived areas in the UK. Mostly service sector jobs-retail	Economic In the top 20% of <u>least</u> deprived areas in the UK. Mostly service sector jobs-tourism
Environmental River and coastal area. Marsden Rock. Past coal mining	Environmental Hills and mountains, scenic lakes Past slate & tin mining.







Factors shaping the character of a place					
Factors	Village	Neighbourhood	Suburbs	City centre	Region
Cultural	New economy	Community-based	Segregation	Leisure quarter	—
Economic	Decline of primary and rise of service employment	Adaptation to new or existing demographic	Industrial estates/office parks	Tertiary and quaternary growth; R&D	Deindustrialisation; Global changes e.g. the web, multinational companies
Investment	Global investors; New rural economy	Renovation	Renovation	New retail and leisure	Inward investment/ FDI, infrastructure investment
Resources	New land uses	Community-based: specialist retail	—	Knowledge industries: universities	Accessibility nationally and internationally
Demographic	Ageing population	Homogeneity	Ageing, diverse communities	Reurbanisation, gentrification	Unemployment, deprivation
Migration	Young leave and mature move in	Nest builders	Life cycle moves, social segregation	Student flats	In- and out-migration
Planning	Expanded settlement: counter-urbanisation	Garden City, neighbourhood units	Green belts	Redevelopment	Development grants
Political	NIMBYism	Neighbourhood Watch	—	Rebranding boosterism	Government Regional Policies
Global forces	Global agricultural production	Satellite TV	Retail e.g. ASDA and McDonald's	Global banks, financial companies, leisure chains; Private involvement	FDI

Global factors shaping local places

MNCs operate around the world, their planning and decision making influences people at a local level. Big high street chains such as Asda, Tesco, McDonald's & Starbucks can be found in nearly every single town and city in the UK, affecting the character of the place - making places look the same (**placelessness**).

Or it could be a decision not to increase employee wages in line with inflation one year. So workers are less likely to spend money on leisure or holidays and so this decision has had a larger impact on the local economy of a place.

1.3.2 - Representation

Places representation	
	Age - you need different services from a place depending on your age
	Economic status - employed, unemployed, training, retired, disabled
	Ethnicity - minority groups needs are often overlooked
	Gender - this can influence how safe you feel, are you welcome here etc
	Politics - which group is in power, do you agree with their decisions
	Social class - working class, middle class, upper class

South Tyneside (local place)	Lake District (distant place)
Age Moving toward more young families and young professionals	Age Increasingly an ageing population, young move to major cities for work
Economic status Unemployment is higher than the national average (6.5%)	Economic status Unemployment is lower than the national average (3%)
Ethnicity Predominately White but does see some migration from Asia and Middle East	Ethnicity Almost exclusively White British
Gender More females but area has strong tradition gender roles	Gender Even gender balance but area has strong tradition gender roles
Politics Labour / left leaning for many generations	Politics Conservative / right leaning, some districts lean to centre (Lib Dem)
Social class Working class historically but an increase in middle class in recent years	Social class Lake District is largely rural with lower class and working class

Now imagine you did not belong to the dominant groups outlined in South Tyneside or the Lake District. Your experience and feelings for these places would be very different to the average resident.

Different representations of a place

Different groups within a place also try to represent the area in a specific way and have different experiences with the place because of this. Below is a list of organisations within the Lake District:

Lake District National Park

Produces the management plans and administers the of 2,362 square kilometres of National Park/WHs. It belongs, politically, to Cumbria.

Second-home owners

39% of all the housing stock in the National Park is a second-home

Parish councils

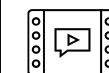
Concerned about the impact of tourism and flooding.

Outdoor ed. and leisure companies

Very profitable businesses. Schools often visit the Lake District to use these companies.



Local or distant



Experienced place - first hand experience, you've visited it regularly

Media place - second hand experience, you've only heard about the place through the media

Residents

Average income is £22,114 and 31% are over the age of 60. Only 61% of homes are owner-occupied. A proportion of their tax goes towards maintaining the National Park.

Recreational visitors and tourists

19.17 million visitors a year. Visitors spent £1.41 billion

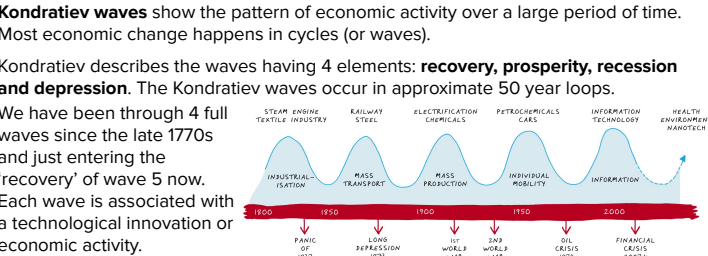
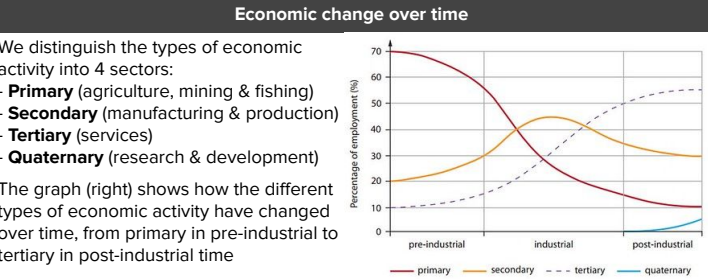
Farms

Concerned with the impact of tourism on farming. Pastoral farming not as profitable today and WHS restrictions could hinder future profitability

Friends of the Lake District

Concerned with maintaining the Lake District. They are currently campaigning for Dark Sky status & footpath erosion.

1.3.3 - Economic changes



Factors influencing economic restructuring

There can be any number of reasons why the economic activity of an area changes, some of the most common reasons are:

Technological change	Government strategy
Machines to replace manpower, more efficient and so less staff needed. Or new industries develop around new tech	Changes in funding or priorities. <i>Eg. protecting the environment over jobs in heavy industry</i>

Resource depletion	Economies of scale
Coal, metal or oil reserves used up means industry can no longer continue	Unable to produce enough, cheap enough. Cheaper to import from abroad

Globalisation	High labour costs
More competition from abroad and cheaper to transport to the UK	UK now a HIC and employees expect a higher wage = more expensive product

Lifestyle changes	Boosterism
Better educated, so people don't want to do dirty/labour intensive jobs	Publicity to make UK look modern and promote the service & R&D sectors more

Decline in secondary industry

Deindustrialisation - the decline in the manufacturing industry

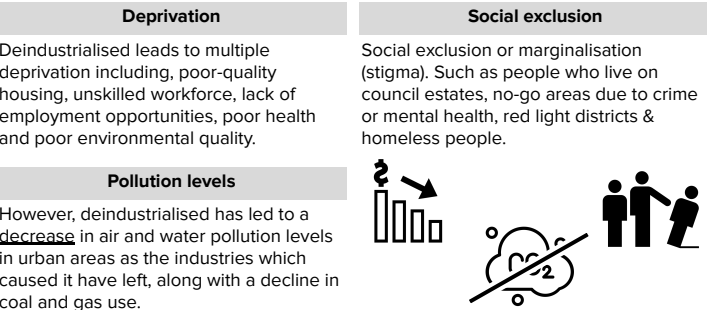
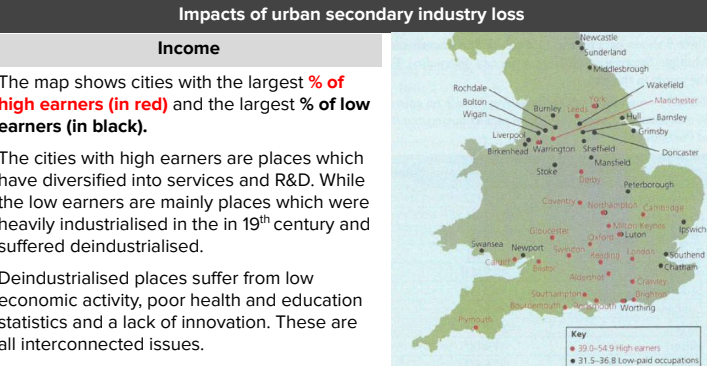
Deindustrialisation can be caused by:

- **A fall in the output of manufacturing**
- **The development of new improved products**
- **The growth of cheaper imports of the same products**
- **A drop in the number and share of employees in manufacturing as a result of factory closures, automation and layoffs**

In 1980, the headline "The murder of a town" was used to highlight the loss of 3,700 jobs in Consett, Durham when the steelworks was closed, resulting in 36% unemployment.

Places have handled deindustrialisation differently, although all manufacturing cities/hubs did suffer, some have responded with investment and rebranding. Manchester was in the cotton industry before the collapse but now a services and culture hub, home to national media such as the BBC. However some places, like Middlesbrough have not been able to fully recover and still have huge levels of unemployment

1.3.4- Rural/urban inequalities



Impacts of rural primary industry loss

60% of Wales is agriculture (primary industry), but the majority of this industry is in very remote rural locations. The average age of a farmer in Wales is now 60 years old; due to a lack of people entering the profession. The issues include:

Poor broadband coverage	Few services (buses, GPs)	Lack of skilled workforce
Out-migration of young	High unemployment	Low-level qualifications

Although the major deprivation hotspots in places like Wales tends to be urban areas (like Cardiff in the South), the reality is there are more people in the countryside who live in deprivation, but it is more dispersed (spread out) making it harder to spot.

Government policy in deindustrialised places

International European Structural Investment Fund (2014-20)

Money from the EU to focus on regional development (ERDF), social cohesion (CF) and farming & fishing (EAFRD/EMFF). Funding programmes in areas of deprivation to encourage economic development and infrastructure development. It also aimed to reduce poverty, improve education and health in people of these areas.

National funding: Enterprise Zones (1980 -)

Designating areas in deprived and deindustrialised places as Enterprise Zones (EZ), giving companies reduced tax, providing funding and reduced admin to build their business in these areas. Local Enterprise Partnerships (LEPs) and community grants worked in a similar fashion but on a much smaller scale.

Foreign Direct Investment

Foreign Direct Investment (FDI) is when a company in one country invests in a company from another country. This investment is usually by MNCs. For example Nissan in Sunderland or even big infrastructure projects like the The Shard skyscraper in London, funded by a Malaysian investment.

1.3.5 - Service economy

Factors promoting service sector growth

The service sector initially developed to support the manufacturing industry, with admin, HR, payroll and finance support. As worker became more affluent they also needed us of services, such as banking, lawyers and insurance. As they initially needed to be close to their clients, service businesses set up in the centre of cities, next to the manufacturing. Today the service sector still expands because of:

Technology	Prosperity
More office space in cities due to virtual building (skyscrapers). Electricity and phone industries to spend disposable income; lines allowed expansion out of cities	More affluence has led to new service leisure, tourism and healthcare.

Transport & communication

Rail and motorways allowed more people to travel. Increased popularity of UK tourist destinations. Internet has expanded online shopping and global tourism

Retail, commercial and entertainment city centre expansion

The city centre has seen much change in the last 150 years.

1900s - Agglomeration - businesses moving into the centre of the city

1940s-2000s - Decentralisation - businesses moving out of the centre of the city

2008+ - Reurbanisation - People and business moving back to the city

Many businesses are returning to the cities due to good infrastructure, face-to-face interaction, sharing services, easy access and high-quality labour pools

Declining retail in city centres

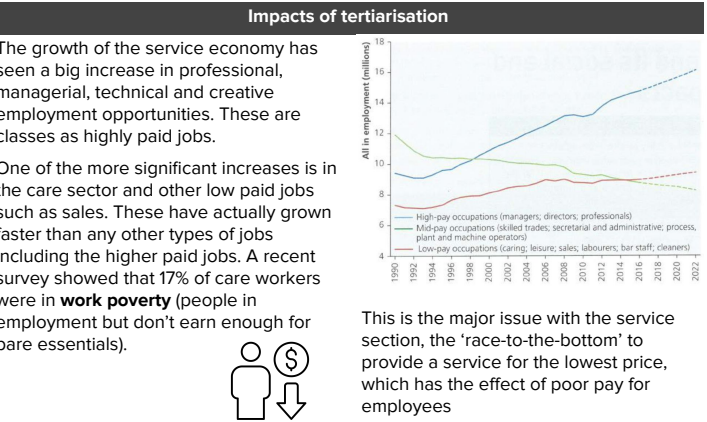
As people moved out of the city to live on the fringe and in the rural areas, city centres lost customers. Out-of-town retail shopping and online shopping also starting cutting into their customer base. Often shops are now more 'showrooms' before someone buys it cheaper online. This coupled with high rents in the city mean many retailers have closed their city centre stores.

Gentrification due to reurbanisation

Gentrification is the investment in property to improve the look, character and the value of the property. Gentrification is an indicator of wealth and affluence. People invest because property will increase in value with inflation, demand for property in cities is high, commanding higher prices.

Gentrification is linked to the service economy and reurbanisation as highly education professionals and creatives replace industrial workers. These new residence are more affluent and have money to invest.

Positives	Negatives
Developed unused houses/buildings	Increases cost of living in the area
More leisure & cultural facilities	Pushes less affluent people out of area
Mixed use spaces - always people there	Increases student population/rentals



1.3.6 - Knowledge economy

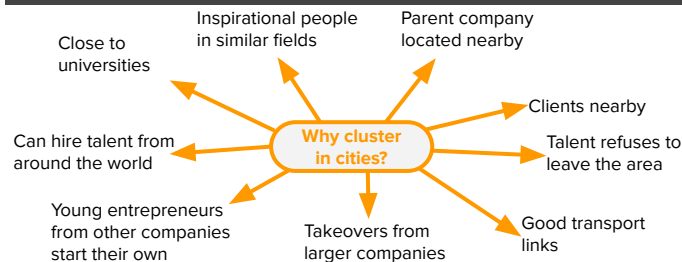
Quaternary economy

The quaternary economy has developed due to advancements in communications and information technology. Some people don't see this as a separate economic sector but rather a sub-sector of the service economy dealing with knowledge.

- ICT and digital content production - Creative industries - Biotechnology

The quaternary economy is **highly clustered and centred in major cities**, generally those **with universities** with high amounts of research output (Cambridge, Oxford, London, Gloucester, Edinburgh and Bristol). These areas have **high amounts of well educated graduates** for these companies to hire.

Location factors for quaternary economy



Benefits of clustering

Cosmopolitan society
Excellent education & employment
Guaranteed profits for the area
Highly qualified posts for women
Environmental awareness increases

Negatives of clustering

Large scale migration to only a few cities
Increased demand for housing, schools
High price for property & rents
High levels of pollution and congestion
Alienating older residents

Impact of quaternary economy

Cities have encouraged the quaternary economy to take hold by setting up business and science parks. Cambridge set up its first in 1973 but today has 13 such sites around the city. The attraction of living in a historic city and well paid highly professional jobs has led to an influx of young professionals to Cambridge. This has pushed up the cost of living, including the housing prices and rents due to gentrification and high demand.

Some locations, such as Newcastle have tried to make use of this and build their own science parks, in combination with Enterprise Zones (EZ) to attract investment and job creation, but there is not the demand in the North East leading to many of these locations being empty.

Digital exclusion

Digital exclusion - a lack of skills and access to broadband.

Rural areas are of particular risk from digital exclusion, due to **poor infrastructure** (less likely to have high speed internet) and having an **ageing population** (less likely to have experience or education in digital devices). The map (right) shows areas at risk of digital exclusion in orange (high risk) and blue (medium risk).

Digital exclusion is an issue due to the increasing trend of moving services online. Such as shopping, GP appointments, state benefit applications etc. The rural areas could benefit from this the most, however it is precisely this area which lacks the infrastructure and education investment to utilise it.



1.3.7 - Rural rebranding

When discussing rural areas, it is important to note that there are different definitions associated with being 'rural'.

Rurality - the degree to which an area non-urban regions depends on agriculture, fishing, forestry or mining

Peripherality - the distance (time or space) from the opportunities provided by urban areas

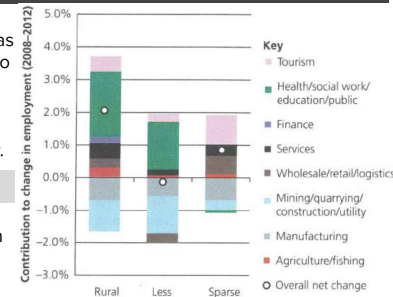
Population density - areas in which no settlement is greater than 10,000 people- (use this definition when you see mention of rural below)

Decline in primary employment

You can see from the divergent graph (right) how employment in rural areas has changed between 2008-12. You can also see how this has further changed in sparse rural areas and less sparse rural areas. In 2011, only 1% of the rural population worked in a primary industry.

Rural idyll

We often romanticise the rural areas as beautiful, quiet and quaint (rural idyll). In reality it is where our food is grown, where people live and it is often a poorer lifestyle than urban dwellers



Causes of primary employment decline

Technological developments to replace human labour

Rising scale of farms - not possible to just use human labour to cope with demand

Rise in factory farming - intensive farming operating in industrial units

Year-round crops - from abroad is cheaper

Diversification, reimagining & rebranding

The image people associate with rural areas is the rural idyll (see above). This is a static view - people don't perceive the countryside as something that changes, so we still think of everyone in the countryside being a farmer or quarrier. This presents an issue; how to attract people to live, work and visit rural areas?

Traditional industries have had to diversify and entire settlements have tried to reimage and rebrand themselves to appeal to the wider population. Such as:

Farms diversifying into B&Bs, camping barns/pods and even mini zoos

Arts regeneration rebranding villages as an creative settlement with sculptures, paintings and even artists-in-residence

Community gardens

Extending old railway lines for nostalgia tourism and increased wider connections

Converting old churches or school houses into cafes and museums

Marketing traditional foods & products - cheeses, cakes, chocolate, sweets etc

Converting old country homes/estates into high-end/luxury hotels

Consequences of rebranding



Some residents of rural settlements see change as a necessity in order to survive, without rebranding, people will continue to leave the area, shops will close and all investment is cease. However, there are those who oppose it, particularly the older generation who may have lived in the settlement their entire life, or have strong family ties for generations, or who has retired for a quiet life. Clinging to the memories of the past 'golden age' is a process called **habitation**.



Those against development of an area in order to preserve it as it are often part of a movement called **NIMBY (Not In My Back Yard)**.

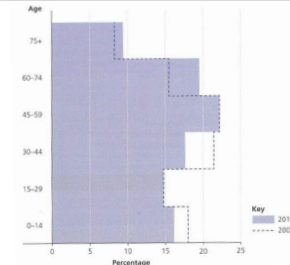
However rebranding can play on the past image and history of an area in order to draw in tourists and foster a community and volunteering spirit to keep the settlement alive and thriving.

1.3.8 - Rural management

Processes of change

Demographic change

Rural areas are seeing an increased ageing population. In 2011 the average age in rural areas was 45, with a 5% increase every 5 years. This is due to young people moving to cities to find work, the 'Baby Boomer' generation starting to retire and many retirees returning to their home villages or moving out into the countryside to spend their retirement.



This is also leading to housing shortages, as the number of one-person households has sharply increased to 13% by 2011.

Counterurbanisation

Counter-urbanisation is another issue. People moving from the cities to the countryside due to better transport, internet access, cheaper land values and less pollution. However this is having a marked impact on the rural areas:

Locals priced out of the property market - less affluent compared to urban dwellers

Increased second-home ownership - taking properties out of the local market, increasing cost of available homes and not contributing to the local economy

Higher owner occupation - less properties available for local renters

Digital exclusion - see 1.3.6

Poverty - as more affluent people move into the area the cost of living increases which pushes locals further towards the poverty line

Managing rural change

Second-home ownership

Over 165,000 people own holiday homes in England and Wales. Places like Cornwall and the Lake District have very high proportion of second-home to owner-occupied. For example, St Ives in Cornwall found that 1 in 5 homes was second-home.

Second-homes push up property prices in the area as there are less homes available but a high demand for them. **Locals often have less money than second-home buyers and so loose out on living in their local area.** People don't live in second-homes all year round either, so these **houses sit empty for the majority of the year**, which **encourages crime** and it means there are **less people buying from the local shops** or using local services. This leads to a **spiral of decline and deprivation**.

Some councils have prevented anyone not already living in the area from buying homes or removing the 10% council tax subsidy for empty houses or putting large tax sums on second homes to discourage out-of-area buyers

Services provision

Transport is a major issue in rural areas. People have to travel further than urban dwellers to reach shops, GPs, schools and leisure. Those without a car or the elderly suffer further as **public transport is often inadequate due to low usage making bus routes unprofitable**. So when people need to visit hospitals in distant towns or GPs in another village, it is all **rural dwellers health that suffers. Low population has also seen post offices, local shops and pubs closing**.

Some solutions involve community run services, such as post offices and pubs, run by the locals for the locals. Banks operate 'mobile branches'; vans which visit remote villages on a schedule each week or month. Some GP surgeries are running remote appointments using smart phone apps, however poor reception, broadband access, and poor elderly education on digital technology is limiting the impact of this.

Foreign Direct Investment (FDI)

Foreign companies investing in rural areas has also been used to regenerate some rural areas. Such as investors from the USA working with a UK company to convert an old open-cast mine in Chesterfield. Derbyshire into a health, sport and education facility. In the process this would also create 1,000 new jobs for the area.

1.3.9 - Urban rebranding

Reimaging and rebranding urban places

Cities are constantly competing with each other to attract investment, those in power attempt to portray the place with images that they know will attract the investment they want. This is reimagining.

Canary Wharf, London, is a great example of this process. The area looks and reflects the financial industry; skyscrapers, workers in suits, well connected, high-end restaurants, bars and hotels. But this is miles away from what Canary Wharf once was, a slum and docks, filled with working class and immigrant workers, before the redevelopment.

Reimagining and rebranding is often called **boosterism**; how a place boosts its image over time.



Culture-led regeneration

Developing new cultural elements which attract tourists, change the perceived image of the area and eventually make the place more desirable to business investment and high-earning population.
Eg. Newcastle Quayside redevelopment



Sports stadia

Building large event stadiums can create jobs, increase economy activity, bring in taxes, increase tourism and generate civic pride. The additional media attention also advertises the place to the nation or even the world

Reimagining and regenerating economies



Local authority rebranding

The use of Business Development Districts (BDIs), such as **Newcastle's NE1** which extended shop opening hours, improved mass transport access, uses vacant shops for youth training, entertainment and socialising.



Incubator programmes

Spaces, often in business parks where office space can be rented cheaply for new business start-ups, often these programmes provide funding and expertise from industry leaders to get them up and running and hopeful set up proper in the city in the coming years

Private rebranding: London King's Cross



Derelict public land was taken over by private investors near King's Cross, Google developed a series of offices on the site. Other investors developed shops, cultural sights and green outdoor space.



Heritage Lottery Fund (HLF)

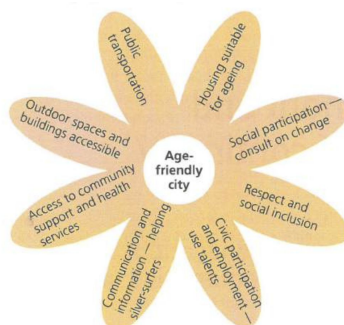
Started in 1994 to support conservation, renovation and regeneration for:
Land and natural heritage
Museums, libraries and archives
Buildings and monuments
Culture and memories
Industrial, maritime and transport
Community heritage

Perspectives of groups

When places are reimagined, rebranded and redeveloped, there is a specific demographic or type of person they are designing the experience for. Often in cities, this is for young professionals, so this means spaces do not meet the needs of others like the elderly.

Some places are trying to design inclusive spaces like Edinburgh's City for All or Joondalup's (Australia) Growing Old Living Dangerously (GOLD).

The WHO have listed key dimensions of age-friendly spaces in cities (see right)



1.3.10 - Urban management

Effects of reimagining and regeneration



Some cities have branded themselves or set priorities as:

Safe Cities

Digital security, health security, infrastructure safety and personal safety



Smart Cities

Urban managers and IT companies working together to organise urban processes more efficiently. Eg. water, energy, transport and environmental quality



Transition Towns Network

Community-led change in response to rising energy prices and climate change. Aims to maximise local spending in the local economy by encouraging local purchases

Challenges of reimagining and regeneration

Challenges from no rebranding or regeneration



Rebalancing urban economies

Helping places which have lagged behind others



Building new homes

Often on brownfield land and some of which being 'affordable'



Linking people and places

Improving transport within cities and between cities



Living within finite resources

Being sustainable with water, energy and waste



Fixing broken machinery

Supporting industry to streamline and improve its operations

Challenges from overheating



Overheating - increased demand for a product or service resulting in the price going up but not increasing the production/output



New twenty-first-century employers

New industries in the service and knowledge economies which will create jobs and increase wages



Brownfield land

Building new homes on old brownfield sites to meet demand



Negative: overcrowding

This leads to overcrowding in as more jobs attract more people

Negative: transport infrastructure

This leads to increased pressure on public transport and congestion

Negative: brain drain

Places like London draw educated and well trained people away from other places

Challenges from segregation



Segregation can happen along ethnicity, class, age, lifestyle, language and religion. Some of the causes are:

Ability to pay for houses - (buy or rent) and where to live

Availability of housing - starter homes / affordable homes

Gatekeepers - mortgage providers, landlords, estate agents

Threat hypothesis - are their group seen as a threat by media etc

Past government policies - building of council houses

Marginalisation of workers - lower paid jobs seen as inferior

Immigrant groups - often congregate together for support



Solutions to segregation:

Policies to tackle gap between affluence and poverty

Planning policy for affordable homes (starter homes)

Contact hypothesis - get different groups to mix

Laws to stop discrimination

Benefits policies designed to reduce inequality

Home study questions



DEVELOPING

Outline how places can be distinct [4 marks]

Explain how economic activity has changed from 19th Century to now [4 marks]

SECURING

Analyse the pattern of digital exclusion (1.3.6) [6 marks]

Explain the impacts of deindustrialisation on urban places [6 marks]

MASTERING

'The quaternary sector will eventually be more profitable to the UK than the tertiary sector' **To what extent** do you agree with this statement? [15 marks]

Evaluate why urban rebranding and regeneration are frequent not age-friendly [15 marks]

CHALLENGE

Create a concept map to show how urban and rural rebranding could both be benefit and negative to each other

Summarise the management strategies for urban and rural rebranding