

Question 1 (a)

Explain one reason why the scale of economic migration has increased (4)

Question number	Answer	Mark
1(a)	<p style="text-align: center;">AO1 (4 marks)</p> <p>Award 1 mark for identifying a reason why the scale of economic migration has increased, and a further 3 marks for expansion up to a maximum of 4 marks.</p> <p>For example:</p> <ul style="list-style-type: none"> • Improved (cheaper/quicker) transport links (1) Linked to new TNC airlines based on IT such as easyJet (1) so more can afford to travel further (1) and can return home for visits to maintain contact with family (1) so more people can afford to travel further/more frequently, e.g. Bangladeshi migrants to UAE by plane, or Polish migrants by coach/ plane/ car to UK(1) • New ICT/communications (1) leads to more awareness of opportunities (1) and remittances can be sent home by electronic banking(1) and family stay in touch by Skype (1) <p>Accept any other appropriate response.</p>	(4)

Sample A

In rural areas, where agriculture is often a key income source for people, the focus has now turned to machinery to do up to 80% of the jobs free. This means, in search of better jobs, people move to urban areas. ~~Therefore~~ Furthermore, the increase in industry and higher level skills means there's a skills gap which encourages people to be forced from agriculture to what skill (highly) in other areas.

Sample B

There are reduced intervening obstacles such as transport due to a shrinking world. Transport has become quicker and faster, connecting more areas due to globalisation which makes it easier for migrants seeking work to be able to access ~~places~~ prosperous areas. The trans-amazon highway in Latin America is an example of this.

Sample C

Economic migration may have increased due to the ease of travelling from one country to another due to relaxed borders in the EU/UK (trade bloc). This makes it easier to ~~travel~~ + travel between countries, and due to the increased wages in some countries such as the UK, people work here and send remittances home (30% of ~~the~~ ~~emigrant's~~ ~~income~~ is remittances from UK, creating interdependence).

Question 1b

Study Figures 1a, 1b and 1c in the Resource Booklet.

Assess why the impact of globalisation will vary within a country such as the Netherlands. (12)

Question number	Answer
1(b)	<p style="text-align: center;">AO1 (3 marks)/AO2 9 marks)</p> <p>Marking instructions Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the levels-based mark scheme below.</p> <p>Responses that demonstrate only AO1 without any AO2 should be awarded marks as follows:</p> <ul style="list-style-type: none"> • Level 1 AO1 performance: 1 mark • Level 2 AO1 performance: 2 marks • Level 3 AO1 performance: 3 marks. <p>Indicative content guidance The indicative content below is not prescriptive and candidates are not required to include all of it. Other relevant material not suggested below must also be credited. Relevant points may include:</p> <p>AO1</p> <ul style="list-style-type: none"> • Globalisation includes widening and deepening of global interconnections • These include use of internet, global connections, and migration • Globalisation has created winners and losers for different groups of people, within and between countries • Gini coefficient measures distribution of wealth within a country • KOF index measures global links based on economic, social and political measures <p>AO2</p>

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Question number	Answer
	<ul style="list-style-type: none"> • Netherlands is identified as the most globalised country on the KOF index, showing that a majority of the population, on average, are highly connected globally • This is likely to involve companies trading globally, membership of international organisations like EU, UN, NATO, foreign holidays, food, travel for business, study abroad, use of the internet, Skype, social media and many other aspects • However, data shows that there are age differences in use of the internet with only 75% of those aged 55+ using the internet compared to 100% of 16-24 year olds, thus there is a marked reduction in level of globalisation in the older age groups • This is likely to decrease over time, as each cohort will take their skills with them as they age • Differences between rural and urban access to global connections are suggested, as there are more people with migrant background in urban areas than rural (because of job availability, enclaves that provide support early in the migration cycle and religious/cultural support) Therefore there are likely to be more global connections in urban areas (remittances/ travel/ internet exchanges) than rural areas. Accept role of SAWS in local areas of UK (Seasonal Agricultural Workers Scheme) • Although the Netherlands has a very low score on the Gini index (and therefore incomes are more evenly distributed than the EU average) there are still large numbers below the poverty line (14%) • So it possible this group has lower global connections as they cannot afford to travel/buy expensive foreign goods/be employed in a global business. • However, these could also be recent migrants who use cheap internet links to send money home or Skype • So final a conclusion could be that for many in the country, level of globalisation does vary (for economic and social reasons) but in the longer term this is likely to change as migrants integrate and grow in wealth, and spatial distribution and the older "pre-internet" generation passes away

Sample A

Globalisation has impacted countries such as the Netherlands negatively and positively, through statistics shown in the graphs representing poverty, and income inequality but also internet usage.

^{M figure}
10 The total population of 17m tells us that the Netherlands is now a megacity, which also has a gini coefficient of 26% ^(figure 19) which tells us the percentage of income inequality between ~~men and women~~ against other country statistics. This is lower than the EU 27 goal of 30%, but lower than other countries such as Portugal (35%) and Latvia (37%), which tells us globalisation

has negatively impacted those countries more with gender inequality. As well as being below the poverty line by 14% of 3m people suggests that perhaps globalisation has affected areas socially and economically despite being ranked 1 in KOF (index of globalisation) ^{children's parents}. Globalisation has impacted how many 'foreign born parents' are within the whole country (12%), and in urban areas (29%) which shows the rise of how since joining the EU and having trade blocs ^{encouraged} economic migration, but also ^{perhaps} refugees being welcomed in the country under human rights laws. There has been an increase of global connections of migrants, along with the use of technology. Which shows the influence of globalisation of the Netherlands being viewed as an economic and social beneficial area for migrants. ^{however} (figure 16)

Technology such as the internet ^(Total for Question 1 = 16 marks) has allowed 16-24 year olds to ~~also~~ use internet in 2015 by 100% within the age group, and 55+ year olds ~~to~~ (75%) which shows the interdependency of not just social media, but perhaps click and collect, online banking and so on.

Globalisation has impacted the Netherlands at a high rate through internet usage and breaking down borders to allow migrants to economically benefit from the country, and for Netherlands to benefit as well, as population increases.

Sample B

Globalisation is the increasing way we are increasing becoming connected with other places due to advancements in transport & technology allowing for more trade, tourism & migration. Globalisation can impact countries in different ways.

In figure 1a, we can see that globalisation has a relatively low gini coefficient, meaning the wages/ income of the entire country do not ^(27%) vary as much as a typical EU country. This is a good ^{impact} ~~indication~~ of globalisation as there is not as much inequality within ^{the} area. This also increases the value of the Netherlands' human ~~development~~ ^(Total for Question 1 = 16 marks) development index.

In figure 1b, we can see that the Netherlands have very high internet use in all age brackets given. This ~~more~~ is a result of globalisation as technological advancements such as the internet (founded in the USA during the cold war) and social media allow people to be more connected with each other and to other places around the world.

Finally, we can see that ~~globalisation~~ ^{globalisation} ~~has~~ ^{has} ~~not~~ ^{positively} impacted ~~at all~~ ^{at all} certain factors.

Figure 1c shows that migration has taken place. This is a result of globalisation as we now have the transport we need to travel all over the world. Globalisation also contributed to the formation of unions such as the EU, allowing people from the EU to freely travel and migrate to the Netherlands. As a result of this, 29% of people born with a foreign parent live in urban areas, creating multicultural cities and global hubs.

However, we can see that globalisation has not impacted the number of people below the poverty line as it was done in other countries such as India (a result of outsourcing) which means that only part of the country has been affected by globalisation.

In conclusion, overall the Netherlands have been impacted more by globalisation, but these impacts have been different to other countries' experience of globalisation. Some people have had a little impact of globalisation, such as those below the poverty line. This may be because of global shift ~~shift~~^{shift} and a loss of jobs, or little foreign direct investment in that area.

Sample C

Globalisation will vary within a country depending on how evenly spread out the wealth of a country is. The gini co-efficient can show this, in the Netherlands the co-efficient is 27% meaning income is spread more fairly across the nation as this is a fairly low score. This will mean that ~~the~~ globalisation should affect all areas fairly similarly however there are likely to be areas of poverty where globalisation doesn't reach them as they won't be as connected and switched on, 14% of the population are below the poverty line. The impact

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of globalisation will therefore impact countries differently depending on how ^{evenly} spread out their wealth is.

The impact of globalisation will also vary within a country depending on generational factors. In the Netherlands 100% of 16-24 year olds have internet use compared to 75% of ^{those} 155+ and over. The more internet usage an area has the more connected and switched on it is via websites like facebook. In areas with high numbers of students globalisation is likely to have a much larger impact compared to seaside towns which tend to have an older population. In China they have a large firewall which blocks

(Total for Question 1 = 16 marks)

most websites and is heavily controlled by the government so will not experience this variation as the entire country has the same level of access and is not well connected so global impacts will be similar wherever you go. *

To conclude, the impacts of globalisation will vary within a country based on the equality between ages, income and ethnicity. The more switched on and connected areas are, the more ~~they can~~ globalisation will have an impact upon them

therefore if a country or an area of a country resist technological change and do not wish to be connected then globalisation will have a lesser impact.

Question 3 a i

Suggest one way the functions of the site have changed. (3)

Question number	Answer	Mark
3(a)(i)	<p style="text-align: center;">AO1 (2 marks)/AO2 (1 mark)</p> <p>Award 1 mark for analysing the resource to identify a change in function and a further 2 marks for expansion up to a maximum of 3 marks. For example:</p> <ul style="list-style-type: none"> • The function has changed from industrial land use (brewery) with a manufacturing base and employment (1) which involved import of raw materials, processing and export of the finished product using local road and possibly rail networks (1) to retail and leisure attracting visitors in the daytime and evening (1) • Jobs in the brewery were likely to be mainly full time, permanent skilled and well-paid work for men (1) in contrast to present jobs, which are mainly temporary, part-time minimum wage jobs for young people and women(1) which may have led to unemployment and/or out migration of the workforce (1) <p>Accept any other appropriate response.</p>	(3)

Sample A

The brewery's function has changed from a service to a rebranding scheme to be able to regenerate the surrounding area such as being able to build the square outside and have some restaurants and cafes.

Sample B

The brewery in the before picture shows the secondary manufacturing industry whereas in the after picture the function has changed to the tertiary industry and specifically providing services for example shown on the left is the French restaurant like Brasserie.

Sample C

The site of Doncaster has changed (Eldridge Pope Brewery) ~~from~~
^{shows}
 the 1881 before photo of factory buildings (unattractive on left,
 telephone wires, unkept roads, ^{outdated} ~~older~~ ~~to~~ sign of 'Muntzman ale'
 and 'no regeneration'
 with ~~empty~~ ^{narrow} alleyway for cars. This has been regenerated to
 The Brewery Square (rebranding of name - keeps heritage) in 2013
 to show wider open space with public fountain, with retail
 shops such as 'wagamama' and 'COTE', with palm trees and
 cleaner modern signs, but keeping the brown factory building
 to conserve heritage, but modernising the building on the left.
 There is also space to sit, ~~and~~ and public pathways to get
 around. The function has changed from ~~being~~ being a
 factory brewery to become a public retail shopping centre,
 through regeneration of how the area is used, whilst still
 maintaining the heritage to prevent the area from
 becoming a ~~too~~ replicator town.

Question 3 a ii

Suggest reasons for the change in functions identified in 3 (a) (i) (6)

Question number	Answer
3(a)(ii)	<p style="text-align: center;">AO1 (3 marks)/AO2 (3 marks)</p> <p>Marking instructions Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the levels-based mark scheme below.</p> <p>Indicative content guidance The indicative content below is not prescriptive and candidates are not required to include all of it. Other relevant material not suggested below must also be credited. Relevant points may include: Note answer will depend on changes identified in 3(a)(ii)</p> <p>AO1</p> <ul style="list-style-type: none"> • Change in function could be explained by physical factors such as space/access/resource availability or due to competition from more efficient businesses elsewhere or lack of investment by owners • More profit to be made by investment in leisure industry linked to increased disposable incomes, growing greying population with pensions to spend and tourism • Local council may have facilitated change by encouraging change of use via zoning, planning permission, training programmes or advertising <p>AO2</p> <ul style="list-style-type: none"> • Site is small and congested, leading possibly to difficulty in access for large lorries, links to national road network, cramped brown field site hard to modernise • New development shows a range of activities including cinema, shops and restaurants, which create jobs, and attract visitors year round (winter ice rink), and housing (provides funding for further
	<p>development)</p> <ul style="list-style-type: none"> • Investment in modern architecture and public spaces (fountains/seats/trees) creates attractive "destination" to draw in visitors who stay and spend money • Regeneration and reimagining of a derelict site may create new opportunities within the wider town and in-migration

Sample A

One reason to change function could be to change or improve the image of the area such as using run down historical buildings as regeneration projects to get them how they used to be. Another reason to change function is to increase tourism for the place as the current function may not be ~~generally~~ bringing enough money into the local economy. Also another reason to change function is that it may increase the chance of other companies wanting to build or locate here meaning it can start a regeneration project. Changing a function may also make it more economically, socially or environmentally sustainable which local and national governments are trying to achieve so the future generations are not affected.

Sample B

The changes in functions could be due to how negatively the area was perceived by other centres around England, and to gain income / employability (to increase jobs), tourism regeneration to incorporate TICs such as management, ^{which} a higher GDP and influx of tourists. This allows Dorset to still preserve their heritage, while also allowing new businesses to set up and allow ~~to~~ economic migration. The beer industry could ~~also~~ ^{also} be declining within the area due to global shift of manufacturing sectors, and as tertiary and secondary sectors are increasing, thus allows new businesses to create jobs for this sector, and to favour the stratification within the area, as well as families.

Sample C

The shift in specifically manufacturing has largely moved abroad however the shift within the UK in Breweries has moved to much smaller ones but more significantly the disposable income of people has risen. This means that people are now able to afford more expensive restaurants such as the ones in the area like the Wagamama and Gato Baseise. Furthermore, people more recently often are interested in heritage so after the closure of the brewery, closed, possibly due to a decrease in demand for Ales and more for Gin and Whiskey, people wanted to seek information about the history of the area.

Question 3 b

Explain why different media convey contrasting views on the need for local regeneration. (6)

Question number	Answer
3(b)	<p style="text-align: center;">AO1 (6 marks)</p> <p>Marking instructions Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the levels-based mark scheme below.</p> <p>Indicative content guidance The indicative content below is not prescriptive and candidates are not required to include all of it. Other relevant material not suggested below must also be credited. Relevant points may include:</p> <p>AO1</p> <ul style="list-style-type: none"> • Range of media exist that can be used/manipulated by different players to convey their opinions • Examples include local (or national) newspapers/radio or television stations, social media (Facebook/Twitter/TripAdvisor), advertising by investors, colleges and schools, census and job centre information, council websites and many others • Each have their own agenda and funding and will project these to the public or their own supporters • Council and investors in the project are likely to present the economic and social benefits to the community/area and under-estimate environmental costs or loss of "identity" of a place • Local people may feel their voice is ignored and resort to "comments" on news websites or letters to local papers • Locals' opinions may vary considerably depending on their social/ economic characteristics (e.g. age, gender, ethnicity, employment status, length of residence in area) and whether they feel "empowered" or listened to • Use of statistical data may be one sided and manipulate ideas to stress benefits • A more rounded picture may be obtained by a combination of media and interviews with key players to attempt to evaluate whether regeneration is necessary and what it should involve-

Sample A

Different media types convey different views for need of local regeneration schemes because for local people large scale schemes can effect their attachment to the place. Especially if they have lived there for a very long time.

Also local people may not want large schemes right next to them (NUMBY) not in my back yard.

Local councils may portray very positive views for regeneration schemes to improve a places popularity and overall attractiveness, and bring tourism into the local place.

Non residents views on a place can portray a different view on the need for regeneration as their ~~prejud~~ prejudiced ~~new~~ view of the place is the image the place will be known for. ~~and~~ If that is a negative image then regeneration will be needed to change the image of the place otherwise tourists shall not visit.

Sample B

Perception is key when portraying an area and perception will vary between age groups and attachment. As a result, local ~~governments~~^{media} may be apposed to regeneration schemes as ~~there~~ they do not want the image of an area altered. Alternatively, some media may convey positive views for a scheme. For example in Cornwall, local events ~~are~~ were portrayed in media, such as website articles, as a way to attract visitors and investment. Regardless of perception and attachment however, it is difficult to produce a scheme that meets the needs of all players. Often, governments will be forced to do cost benefit analysis to find the best solution but this will still cause conflict.

Sample C

People have different perceptions of a place and therefore the need for regeneration is felt differently by the players. For example, media such as the website 'Love Cornwall' portray Cornwall as a lovely holiday destination, to attract more tourists. People then believe Cornwall is not in need of regeneration as they have this perception of a picturesque area with opportunities. In reality, the local government and residents will argue (on the local newspaper website or Facebook) that there is a huge need for regeneration, due to the seasonal work and large amount of the population in poverty. They established the Eden Project to combat this.

Another example is the regeneration of Newham in east London. Locals had lived there their whole lives and had attachments to the area and did not want the Olympic development to take place, as it would change the area and bring new people in. However, it was conveyed in the national TV and London newspapers that Newham was in high need for regeneration. When the local people did not agree they took to social media to portray otherwise as this is the easiest way they can express their views.

Question 3 c

Evaluate the relative importance of local and national government decision makers in the regeneration of either urban or rural areas. (20)

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Question number	Answer
3(c)	<p style="text-align: center;">AO1 (5 marks)/AO2 (15 marks)</p> <p>Marking instructions</p> <p>Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the levels-based mark scheme below. Responses that demonstrate only AO1 without any AO2 should be awarded marks as follows:</p> <ul style="list-style-type: none"> • Level 1 AO1 performance: 1 mark • Level 2 AO1 performance: 2 marks • Level 3 AO1 performance: 3 marks. • Level 4 AO1 performance: 4–5 marks. <p>Indicative content guidance</p> <p>The indicative content below is not prescriptive and candidates are not required to include all of it. Other relevant material not suggested below must also be credited.</p> <p>Answers should focus on either urban or rural areas. If both are attempted, both should be marked and the best credited.</p> <p>Relevant points may include:</p> <p>AO1</p> <ul style="list-style-type: none"> • National governments invest in infrastructure (high speed rail, airport or motorway development) which helps maintain growth and stimulate accessibility, particularly encouraging urban regeneration as it encourages further investment from other partners, although rural areas may not benefit equally • Further investment may be in partnership with local governments, charities, land-owners and developers • Governments make laws and set policies (e.g. concerning house building, buy to let rules, apprenticeships, schools forced to become academies, use of renewable energy) and make grants that affect economic and environmental regeneration in both urban and rural areas • National government makes decisions over international migration and foreign investment but local government strategies often focus on local need and retain the right to give planning permission for development • Decision making may be influenced by local interest groups such as the Chamber of Commerce and local preservation societies or volunteer groups (both urban and rural) <p>AO2</p> <ul style="list-style-type: none"> • Both levels of government share aims to make an urban/rural area more attractive to inward investors, and create both economic and environmental regeneration • National governments see the broader picture and may have greater funding available and have the power to drive through projects that may have been discussed for years at a local level (e.g. Weymouth Relief Road finally built in lead up to the Olympics with central government money and decision making after 40 years discussion at local level) • Local councils may be swayed by local public opinion (expressed through voting or in local media or in public interest groups) which may influence their decisions

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Question number	Answer
	<ul style="list-style-type: none"> • But they have knowledge and support of the local Chamber of Commerce and volunteer groups to work together, e.g. Street Pastors help improve night-time economy all over the UK, or community-run BID (Business Improvement District) schemes • Cuts in national government funding for local authorities have severely reduced their options, but other funding streams may become available (e.g. Transport for London received government grants for 23% of the costs to update the tube, National Lottery funding for a range of projects, e.g. £10m for Dorchester Museum in 2015) • National governments impact on regeneration indirectly, for example in seeking to welcome asylum seekers and refugees, the German government has had massive impacts on large cities in terms of land value and potential or otherwise for growth and regeneration • National government decisions to welcome migrants to the UK in past years has resulted in range of communities in cities who have provided the impetus for regeneration, e.g. Chinatown London or Manchester • Local government is likely to be viewed as successful on a small scale but lacking in finance or legal power to make major changes, which are in the hands of the national decision-makers • Note however that local government of large cities operates almost as a mini state (e.g. Mayor of London's office) and can command the political drive to make major changes, e.g. transport network • Accept rebranding as a subset of regeneration <p>Depends on chosen example(s) but candidates are likely to use their own local place or contrasting area.</p>

Sample A

The (20)
Local and the national government have a lot of power when deciding whether to regenerate certain urban or rural areas.

Local governments such as the councils are very important because they make the decision whether a place should be improved and if they do is it worth it?

The Eden Project located in Cornwall was a rural regeneration scheme decided by the local council because they believed the area was becoming less economically invested. The idea made by the council has benefited the area hugely by attracting tourism and improving the economy ^{also.} ~~assets~~

However, the local and national government are not all that important when decision making of regeneration because some people take it upon themselves to improve the image of their area. Local groups are normally voluntary who join together and plan small regeneration schemes. They may not be as effective but it's not always down to the larger governments to make decision in the urban or rural areas.

Overall, the importance of local and national governments when making decisions ~~on~~ on regeneration is huge because without them regeneration would hardly happen ~~because~~ because normally the governments can recognise when regeneration is needed and usually take action quickly, because overall it benefits the ~~the~~ the communities, the economy and the country. ~~at~~

Sample B

Regeneration means 'doing' a place up and usually take environmental, economic and social factors into consideration. It can be achieved by a local government such as a council or by a national government who tend to do flagship projects. It can be important and needed for certain areas and not so much in others and has positive and negatives.

2012 Olympic games was a flagship large scale and expensive project decided by the national government as a way to host the games and regenerate Newham, London. This regeneration of Newham was important as socially people lived in overcrowded houses and IMD rates were low. Economically people earned on average 20k a year which is hard to live on in London and had low skill jobs due to poor education. Environmentally there was contamination in canals and derelict land so, it was evident regeneration needed to take place. This shows the importance of government's say in an area as people will continue to suffer if something is not done, especially with London's cost of living increasing by 20% in a year. National government took charge sport led regeneration which was 2012 Olympic games, retail led which was Whitefield. The national government played their part by overseeing the regeneration of Newham.

Arguably, it was a successful urban regeneration scheme as environmental, social and economic factors were taken into consideration. The economy improved by 12 billion, 100,000 jobs were created according to a new report, however not all of these permanent. Westfield employ people so more younger people of Newham had employment. Canals were cleaned and the Olympic village created more affordable housing for people. However there were negatives as over 600 people were forced to move and traffic increased but overall it was an important regeneration scheme and worked.

Local government also have a say in regeneration e.g. Boris Johnson. You can also have local pressure groups e.g. Frack Off to stop fracking. An example of local government scheme in Nottingham would be Nottingham Science Park which currently has attracted 6 companies and has tram transport links. Local government also have a say in schemes like HS2 where ~~Boris~~ many were against as they believed we could invest money into better projects but others said it brought the UK into the 21st century. Also, the expansion of Heathrow caused debate, Boris Johnson argued that it was not necessary.

In conclusion, there are positives of regeneration as shown in London 2012 but negatives can happen also eg. people being forced to move out, but the importance of national governments is high because they are able to do large scale flagship projects. Local governments are important as they tend to do bottom up regeneration and hear what people want.

Sample C

Local and national government decision makers are both important players in the regeneration of rural and urban areas. Other players additionally play key roles (e.g. housing associations and local community groups), and architects have brought both additional challenges and contemporary innovations.

Regeneration involves the modification of a place in order to facilitate economic growth and improve quality of life. Glasgow is a good example of one city which required regeneration. In Glasgow it was the job of national government to find information about the levels of multiple deprivation across in Glasgow. Scotland as whole was split into thousands of data zones, each ranked in order of deprivation. National government decision makers also made targets for Glasgow, informed by the statistics. The local government who were responsible for implementing the regeneration schemes, but the government were heavily involved in other ways.

Firstly it was the national government who provided much of the funding for the local government. In addition to this they are largely responsible for the marketing side and the so-called rebranding. Through several projects they were able to reach audiences in order to try and give the city a better name for itself.

No project was bigger or had a wider reach than the 2014 Commonwealth Games, which had a global TV audience of over 1 billion people. In addition to this, the national government invested just under £750m on the Games, injected into the Glasgow economy, providing a job stimulus in the building sector of 6,000 jobs as well as providing Glasgow with some much improved facilities. In this sense, the national government were important in the process of pump-priming within Glasgow which undoubtedly led to an increase in outside investment from other sources.

However, the local government are usually responsible for the implementation of schemes and this was the case with local Glasgow government, although informed by national government targets. One project implemented was the Glasgow Arc, at a cost of £20m. This contemporary feature (a bridge) helped to improve the townscape in the city, and as well as this, as it was well-lit, it helped create a safe environment around the area.

Another large project was the creation of the financial quarter by the local government. The project was a huge success and has attracted big companies such as ACCA and JP Morgan as well as a £188m BBC headquarters. Although much of the initial funding will have come from national government, much of the decision-making and planning was done by the local government. Since its opening, the district has attracted over £1bn of investment of which 90% was from the private sector.

The local government were also key in deciding how to achieve how to achieve the national government target of reducing council housing stock in Glasgow. The decision was made to transfer 80,000 council houses to Glasgow Housing Association (GHA) (one of the biggest stock transfers in UK history). The transfer significantly reduced the total council housing stock in Glasgow from 90% to 50%. Since the transfer, approximately £1.5bn has been spent improving tenants houses, making the GHA an important decision-maker in the regeneration process.

In addition to this architects are another key decision-maker who cannot be taken out of the equation and as we can see in Glasgow have been responsible for downfalls and successes of parts of the project. During Glasgow's first regeneration projects, Sir Basil Spence's poor design of the council tower blocks showed how poor architecture can facilitate crime and drug abuse. On the other hand, recent architectural innovations such as the Armadillo and the Riverside Museum have been vital and have helped Glasgow establish itself as a contemporary hub.

To conclude, local and national decision makers are both vital in the regeneration project, and whilst local government was important in actually setting up projects, it was the national government who set targets and were instrumental in the rebranding involved in attracting the Commonwealth Games as well as the City of Culture status. This is however not to say that other players such as housing associations and architects are not instrumental in the process and in many cases were

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responsible for bottom-up projects such as the Castlemilk Housing Cooperative responsible for doing up buildings in Glasgow (led by residents).

Question 4 c

Evaluate the contribution of both national and global influences to the cultural tensions in either urban or rural areas. (20)

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Question number	Answer
4(c)	<p style="text-align: center;">AO1 (5 marks)/AO2 (15 marks)</p> <p>Marking instructions</p> <p>Markers must apply the descriptors in line with the general marking guidance and the qualities outlined in the levels-based mark scheme below. Responses that demonstrate only AO1 without any AO2 should be awarded marks as follows:</p> <ul style="list-style-type: none"> • Level 1 AO1 performance: 1 mark • Level 2 AO1 performance: 2 marks • Level 3 AO1 performance: 3 marks. • Level 4 AO1 performance: 4–5 marks. <p>Indicative content guidance</p> <p>The indicative content below is not prescriptive and candidates are not required to include all of it. Other relevant material not suggested below must also be credited. Relevant points may include:</p> <p>AO1</p> <ul style="list-style-type: none"> • International and global influences have shaped places, including past and present connections, in both urban and rural areas, in terms of trade, movement of people • Internal movement of people within the UK has created uneven demographic and cultural patterns in both urban and rural areas • Significant migration flows from former colonies have shaped culture and society, particularly in urban but also in rural areas • Experiences and perceptions of spaces change over generations as communities have evolved economically and culturally • Cultural tensions can result between long-term residents and recent in-migrants, in both urban and rural areas <p>AO2</p> <ul style="list-style-type: none"> • Global influences shape urban areas in terms of the ethnic diversity of each area. UK has encouraged migration during the 20th and early 21st century to fill job gaps and during EU enlargement • Cultural tension involves a lack of trust between groups of people. Groups may have differences in their way of life (culture) based on their ethnicity, religion or income. • Global income levels and economic opportunities influence migration • War and terrorism (e.g. Iraq, Syria, Afghanistan) have led to asylum seekers and illegal migrants seeing the UK as a safe haven • Migrants tend to cluster in enclaves with distinctive language/religious identities, particularly for first generation migrants (e.g. Slough: Indian and Pakistani backgrounds), which may occur in rural or urban areas and which can result in cultural tension • Varying economic wealth may result in contrasting levels of cultural tension in urban/rural communities across the UK, for example through second homes or retirement to rural areas • Within communities, tensions may occur as younger generations seek to integrate within UK society via education, choosing own partners, or choice of clothing leading to clashes with more traditional views of

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	<p>elders</p> <ul style="list-style-type: none">• Alternatively, younger people may seek to re-establish links with their family's culture (e.g. through religious allegiance)• This may result in cultural tensions including hostility from other groups who are feeling threatened as churches or cinemas turn into mosques and schools have children with a wide range of mother tongues• On the other hand, communities are enriched by volunteers from minority communities running community groups for the elderly, or those displaced by flooding (e.g. Sikh group in Sowerby Bridge 2016) challenging preconceived ideas of long-term residents and reducing cultural tension• National decisions about encouraging and restricting migration will affect future patterns and ongoing tensions• Global influences result in a diverse population in the UK, which may then result in tensions in some communities, however these may be much less negative elsewhere

Sample A

There are many national and global influences on cultural tensions in rural places but the foundations perhaps lie in the rural-urban continuum which allows national migration to easily influence each of the different areas ~~in~~ within a region. National influences may come be it remote rural, a commuter village or accessible rural. In the case of a rural area, the degree of cultural tensions may be felt but only due to the changes in other areas nationally otherwise known as the push and pull factors. An example of a national influence may be in the form of decentralisation of an urban core, something which happened in the UK in the 1960s. This decentralisation involved existing residents in London to move out due to congestion and overcrowding into surrounding quieter areas. The UK is known for being culturally diverse, actively moving ethnic groups out into surrounding areas where perhaps there is a very strong white British community for example could cause cultural tensions as they have lived together all their lives, they do not have cultural awareness, therefore, assimilation can be difficult. This is evidenced in Dagenham where a large asian community took over an existing white community causing extreme amounts of tensions and active violence from the asian community.

to the white community. Furthermore, national influences could also come into the form of LEPs, ^(REZs) local enterprise partnerships which try to help local businesses. Enterprise zones are associated with a higher proportion of economic growth, more migrants would see this as a pull factor and go to that area. As economic growth increases, this means prices go up and locals are priced out of the area. As a result, they are the richer migrants can settle in the vacant houses and continue to thrive. Existing locals who do not have enough money to relocate are pushed out to lower quality housing and have access to lower quality goods and services. In Liverpool, the rebranding and regeneration projects disregarded locals and priced them out, forcing them to leave. The jobs of the RGF (the regional growth fund) is to enable local business growth to increase whilst sustaining local needs. It includes 38 different rural local councils who are at a relative disadvantage to help them rebuild to avoid the issue and encourage economic growth alongside community cohesion.

In relation to the increase in cultural tensions, globalisation could play an important factor. As areas become more connected with more faster connections (England is donating £25 million a year for this) cultural awareness may improve. Rural societies will

gain a greater understanding of the world around them. The £25 million is only available due to increased economic growth becoming a greater pull factor for skilled migrants looking for higher salaries, increasing efficiency and stimulating the economy. Another global influence is global cohesion initiatives such as the 2012 Olympic Games making people in all communities especially rural to appreciate the talent of other cultures and the benefits of cultural diversification.

In conclusion, it is evident that these are both national and global influences which can determine the extent of cultural tensions in a rural place and they can only be quantified through their success in administration, how these factors all in all determine the role of the rural to urban continuum in strengthening or weakening cultural tensions.

Sample B

Cultural tensions can be rooted from a person's tolerance of an ethnicity and their values or even differences in their own regional/religious beliefs such as Northern Ireland.

North Antrim coast, went through deindustrialisation as it had the global influence of globalisation which shifted sector jobs from secondary to tertiary. Especially as it had been a renowned port and it had made Titanic, the growing rates of unemployment and also the government's lack of rebranding the community led to hostility culturally between protestants and Catholics. There was many riots and ~~also~~ it also experienced a lot of political instability. Another of which was the Irish independence where Catholics ^{wanted} ~~wanted~~ Northern Ireland and protestants wanted Republic of Ireland. Therefore due to economic instability and also religious differences it led to cultural tensions increasing. London also had influence from London as it invested more which helped to reduce the tensions, also as it was named as city of culture it can show signs of recession in terms of its ^{amount of} ~~amount of~~ ^{economic} ~~economic~~ rural areas such as Evesham which has fertile soil and attracts great ~~to~~ immigration due to its seasonal jobs also experiences tensions. This is due to the fact that immigrants are coming

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pressure to services. Such as schools and community cohesion is hard as there is language barriers and also the pre-perceptions of elderly ~~are~~ ^{with} immigrants as they tend to be more cynical. Therefore ~~there~~ migration has caused tensions culturally. However it has also meant that services which would not have been set up before is now in place. Thus it is attractive to migrants and migrants from other parts of the UK and thus it helps with economic ~~the~~ ^{the} ~~barriers~~ and in the long run it could increase cultural diversity and reduce tensions.

An example of a culturally diverse place which has a relatively ~~low~~ ^{low} rate of tension is Slough.

Cultural influences through immigration from Europe has led to different ethnicities living together as one but they also have a relatively high tolerance which could be due to the fact that they all have a common goal to increase their quality of life. Though migrants are coming in it is making Slough a thriving area and thus any tensions which occurs culturally is then abandoned as there is such great employability. Also due to regeneration projects, making places in Slough which is rundown more better-kept makes cultural tensions reduce as they have a sense of belonging and feel proud

(Total for Question 4 = 35 marks)

Sample C

National and global ~~infl~~ Global influences have a large impact on tension in ^{urban} rural areas. Through globalisation, countries have become more interconnected and interdependent, thus events occurring in one country are likely to have a profound effect in another.

Tension in urban areas is often caused by migration. This is caused by both push and pull factors. An example of this is Romanian migration to Britain. High government corruption, low literacy rates and low paid work push people out of countries such as Romania. The prospect of free healthcare, high wages and a fairer society pulls them into the UK.

Once there, migrants often settle in bridging communities. ~~Migrant~~ Migration can cause tension in urban areas because an influx of people often put pressure on schools and healthcare as they are having to deal with a greater quantity of people. This angers existing residents who see the services in their area going downhill. Cultural and language barriers between migrants and other communities also increases tension as lack of communication leads to a lack of understanding & integration between communities. Furthermore, migrants are usually willing to work for less. This again angers existing residents as it reduces the amount of jobs available as more migrants take them as well as reducing wages in sections of employment.

However migrants also contribute to an area. They help improve the cultural diversity of an area as well as many bringing in desirable skills, helping to improve the productivity of the economy. Many migrants are also entrepreneurial, creating jobs in the area. This cultural & economic contribution to an area helps reduce tension e.g. Polish slept furthem road, ^{slough} created 4 jobs and helped increase understanding of polish traditions and culture.

To reduce tensions, government help to fund charities that help increase integration and communication ~~in areas~~ between communities. An example of this is Aik Saath in slough, aimed to help communication between sikh, muslim and white british communities in slough. These programmes aid and promote integration and assimilation into british culture, allowing communities to better understand each other, more compliance with british values, thus reducing tensions in urban areas.

Another National influences are mostly seen in the form of ~~urban~~ rural-urban migration. This has meant young people have been moving away from rural areas due to lack of jobs and services, and to urban areas where these are plentiful.

This has caused tension in some urban areas.

a) people from rural area were often less exposed thus more hostile towards ethnic minorities. This sometimes leads to an increase of racist incidents when there is an influx of internal migration from rural area due to being pre-brought up with less exposure and understanding of different cultures. Furthermore, an increase in demand for housing in an area may cause house prices to increase. They may force some residents out of an area creating resentment between existing communities and newly arrived ones.

However, internal migration may also be encouraged as it brings greater investment into an area. If wealthier people move into urban areas, we witness the trickle down effect on local shops and businesses, increasing the overall development of an area. Internal migration of wealth to urban areas may also help aid the building of an improved image of an area. This better reputation may encourage people to live up to this reputation, thus acting nicer and reducing tensions between residents. An example of this is Soho, originally an industrial area, wealthy people from around Britain moved and invested in the area due to its location. This improved the reputation of the area dramatically as well as improved services in the area through the trickle down effect.

