

**Drayton Manor High School**

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| Exam Question |
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| (a) (i) | Study Figure 1. Suggest **one** reason for the change in the percentage of homeworkers in rural villages between 2006 and 2013. *(3 marks)* |

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| (a) (ii) | Suggest reasons for the difference in the percentage of homeworkers in urban and rural areas for 2013 shown in Figure 1. *(6 marks)* |

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| (b) | Explain why rural places may have changed their demographic characteristics over time. *(6 marks)* |

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| (c) | Evaluate the view that the success of strategies used to regenerate urban areas will be viewed differently by different stakeholders. *(20 marks)* |

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| **Total:** 35 marks |

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| Source |
| **Figure 1: Percentage of homeworkers\* from all those employed and aged 16 or over, by rural–urban classification, in England, 2006–2013****\***A homeworker is someone who spends more than half of their working time at home.Source: Adapted from the Statistical Digest of Rural England 2016 (DEFRA). © Crown copyright 2016, reproduced under the Open Government Licence v.3.0  |

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| Mark scheme |
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| (a) (i) | 3 marks (AO1 = 2 marks, AO2 = 1 mark)You gain 1 mark for analysing the resource and recognising that there has been an overall increase in the percentage of homeworkers in rural villages. A further 2 marks can be gained by expanding the reason for this change, up to a maximum of 3 marks.**For example:**The percentage of homeworkers in rural villages has increased to 25uring this period, which may reflect the improvement in internet access in rural villages (1). Increased internet availability and faster connectivity make it easier for people in some rural areas to work more flexibly (1) and to choose where they spend their working day (1).Other appropriate responses will be accepted.**Hints and tips**You must make sure you select the correct line on the graph. Can you identify the change? Why has the change taken place? Don’t forget to use percentages from the graph to help explain the overall trend.  |

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| (a) (ii) | 6 marks (AO1 = 3 marks, AO2 = 3 marks)This question examines the reasons why there is a difference in the number of homeworkers in urban and rural areas. Relevant content that could be included is suggested below. Not all of these points would be needed for maximum marks. Alternative relevant suggestions will be credited.**AO1 Demonstrating your knowledge and understanding of the difference in the percentage of homeworkers in urban and rural areas** • There is a clear difference between the percentage of homeworkers within urban and rural areas. • More homeworkers live in rural areas: villages (25\_and hamlets (33\_ • Only 12\_f homeworkers live in urban areas or towns in rural areas (16\_**AO2 Applying your knowledge to suggest reasons why there is a difference in the percentage of homeworkers in urban and rural areas** • Improvements in internet connections which make homeworking more viable. • An increase in people working in the knowledge-based economy who can do business over the internet. • These people may wish to have a better work-life balance and to work in a calmer environment than in the city.**Answers to this question will be given a mark within a level band****Level 1 (1–2 marks):** You show some general geographical knowledge and understanding of why there are differences between the percentage of homeworkers in urban and rural areas but some of this is inaccurate. You apply your knowledge to geographical information inconsistently.**Level 2 (3–4 marks):** You show mostly relevant geographical knowledge of why there are differences between the percentage of homeworkers in urban and rural areas. In general, you apply your knowledge and understanding relevantly and find connections between the source material and the question.**Level 3 (5–6 marks):** You show accurate and relevant geographical knowledge and understanding of why there are differences between the percentage of homeworkers in urban and rural areas throughout. You apply this knowledge and understanding logically to find fully relevant connections between the source material and the question.**Hints and tips**How might differences such as technology, transport, lifestyle choice and type of employment affect the location of homeworkers?  |

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| (b) | 6 marks (AO1 = 6 marks)This question focuses on why rural areas may have changed their demographic characteristics (such as age structure and ethnic composition) over time. Suggested ideas are outlined below, but you do not need to include all of these in your response. Other relevant points will be given credit.**AO1 Demonstrating your knowledge and understanding of why rural places have changed their demographic characteristics over time** • Some rural areas have suffered from depopulation as younger people move away to study and/or find employment. • Some rural areas may have increased their population as new groups of people find village life desirable or find specific types of employment there. • Some rural settlements may experience an ageing population.**Answers to this question will be given a mark within a level band****Level 1 (1–2 marks):** You show isolated geographical knowledge and a narrow understanding of why rural places may have changed their demographic characteristics over time. Part of your answer may be inaccurate or lack detail.**Level 2 (3–4 marks):** You show mostly relevant geographical knowledge and understanding of why rural places may have changed their demographic characteristics over time. Some of your geographical ideas are not fully developed.**Level 3 (5–6 marks):** You show accurate and relevant geographical knowledge and understanding of why rural places may have changed their demographic characteristics over time. Your ideas are detailed and developed fully.**Hints and tips**Focus on rural areas. Think about how demographic characteristics such as age, gender and ethnicity would be relevant. Which examples will you choose to develop your answer? |

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| (c) | 20 marks (AO1 = 5 marks, AO2 = 15 marks)This question focuses on how the regeneration strategies used in urban areas may be assessed in different ways by different groups. A range of stakeholders, such as local and national governments, local businesses, residents and community groups, are involved in the regeneration process and may have different criteria for success. The views that they hold may be formed by the experience that they have of living and working in the urban place. They may also be formed by the way strategies have an impact on the built environments and communities in reality and/or through perception.Suggested ideas are outlined below, but you do not need to include all of these in your response. Other relevant points will be given credit.**AO1 Demonstrating your knowledge and understanding of how success of regeneration strategies can be viewed differently by different stakeholders** • Urban regeneration aims to improve the built and/or social environment for those living and working within it. • Strategies used to regenerate urban areas come from a variety of different stakeholders (interested parties). • Different criteria are used by different groups to judge the success of urban regeneration strategies.**AO2 Applying your knowledge of how the success of regeneration strategies can be viewed differently by different stakeholders** • The success of regeneration will depend on the engagement of different stakeholders. • The perception of success may be influenced by different factors, such as personal experience, age, gender, ethnicity, motives and media coverage. • Urban regeneration strategies involving national governments may be linked to longer-term planning goals or political policies, whereas local councils assess the needs of their area and prioritise projects depending on social, economic and environmental requirements. • Private developers may be concerned with the profit gained from urban regeneration, whereas local residents may have different viewpoints depending on how they will be affected by the regeneration.**Answers to this question will be given a mark within a level band****Level 1 (1–5 marks):** You show isolated points of geographical knowledge and understanding of how the success of regeneration strategies can be viewed differently by different stakeholders, with some errors and inaccuracies. You show limited understanding and are not able to make connections. Your answer is incoherent and lacks relevant evidence to support your ideas. There is limited argument, and your points are unbalanced. Your ideas are concluded in a general manner, if at all.**Level 2 (6–10 marks):** You make some points showing knowledge and understanding of how the success of regeneration strategies can be viewed differently by different stakeholders, some of which may be relevant. You make some inaccurate points. You apply some of your knowledge, but your ideas are not developed or may not be linked to the question. You use some evidence to support statements that may answer only part of the question. You give a conclusion but this is drawn from often unbalanced ideas.**Level 3 (11–15 marks):** You show geographical knowledge and understanding of how the success of regeneration strategies can be viewed differently by different stakeholders. Your ideas are mostly relevant to the question and you make accurate points. You make some connections between your ideas. You interpret the question well in general, but there may be some gaps in how you use evidence to support points. You draw a conclusion that links to the arguments made but may not be fully supported by evidence.**Level 4 (16–20 marks):** You show good use of geographical knowledge and understanding of how the success of regeneration strategies can be viewed differently by different stakeholders. You make a range of relevant points to create a coherent argument supported by relevant evidence. All of your points link to the question. You draw a good, well-balanced conclusion that links clearly to the evidence presented. **Hints and tips**Who is involved in regeneration? Why might different groups view regeneration differently? Use specific, named urban regeneration strategies to help explain your points. |

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| Student Response A |
| (a) (i) | There has been a rise in the percentage of homeworkers in rural villages from 21\_n 2006 to 25\_n 2016. This increase reflects the fact that more people are able to work from home because of better internet connections in rural areas. More rural areas have broadband networks and improved wifi, allowing people to work more flexibly in a more peaceful, greener environment.  |
| *Examiner comment* | "a rise in the percentage of homeworkers"Accurately identified trend for rural villages. |
| *Examiner comment* | "better internet connections"Valid reason for increase given. |
| *Examiner comment* | "to work more flexibly in a more peaceful, greener environment"Expansion of given reason. |
| (a) (ii) |

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| **Examiner comment**The student has written a good answer that clearly identifies the correct trend and puts forward a valid reason for the increase of homeworkers in rural villages. 3 marks. |

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| *Examiner comment* | "than in smaller, more remote settlements"Key difference identified.  |
| *Examiner comment* | "(14\_u34 Difference supported by percentages from the graph.  |
| *Examiner comment* | "25\_n rural villages and 33\_n rural hamlets"Difference supported by percentages from the graph.  |
| *Examiner comment* | "a quieter lifestyle"Valid reason.  |
| *Examiner comment* | "have improved broadband services to remoter areas"Reason clearly linked to technological changes.  |
| *Examiner comment* | "jobs which cannot only be done using the internet"Reason clearly linked to employment types.  |
| (a) (iii) | Figure 1 shows a clear difference between the percentage of homeworkers in more populated settlements (e.g. urban areas and rural towns) than in smaller, more remote settlements. The number of homeworkers in the more populated settlements are just above or below the average for England (14\_ whereas homeworkers number 25\_n rural villages and 33\_n rural hamlets. This is because some homeworkers choose to move away from the city to enjoy a quieter lifestyle. If they have a job which they can do using the internet, better infrastructure links, e.g. fibre optic cables, have improved broadband services to remoter areas. This allows them to work from home. However, some workers may have jobs which cannot only be done using the internet, e.g. those working in large factories, in hospitals or schools. These types of employment are often found in settlements with large populations. |
| (a) (iv) |

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| **Examiner comment**The student makes good use of the source material to identify differences, including using evidence from the graph (percentages). They apply geographical knowledge well to the question using relevant information to support their points. Level 3, 6 marks. |

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| (b) | The movement of people both in and out of rural areas has led to changes in the population structure of rural settlements. Remote villages, e.g. in central Wales, are at risk of losing young workers who move away to go to university or to find employment. Jobs here in the agricultural and tourism sectors are more limited and not so well paid. East Devon attracts more wealthy retired people as they may move to be closer to families, as they are sometimes involved in childcare for grandchildren. Younger families then find it difficult to stay in the area as house prices increase. This leads to a higher proportion of elderly people in these areas.Some smaller towns in more rural regions, which have traditionally been composed of mainly white British residents, have had an increase in migrants from Eastern Europe, reflected in a diversity of services such as the Polish shop in Huntingdon. Some rural areas such as villages within the London commuter belt, e.g. Penshurst in Kent, may have had a slight increase in population over time as they may attract wealthier residents with jobs in the quaternary sector, e.g. finance.

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| **Examiner comment**The student gives a good answer with several supported reasons for demographic change in rural areas. The characteristics put forward (age, employment type, ethnicity) are appropriate and are linked to relevant examples. Level 3, 6 marks. |

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| *Examiner comment* | "movement of people both in and out of rural areas"Reason given for change in population.  |
| *Examiner comment* | "losing young workers"Reason for change of age structure given with example.  |
| *Examiner comment* | "attracts more wealthy retired people"Reason for change of age structure given with example.  |
| *Examiner comment* | "Younger families then find it difficult to stay"Reason supported with relevant statement.  |
| *Examiner comment* | "increase in migrants from Eastern Europe"Reason for change linked to ethnicity with example.  |
| *Examiner comment* | "attract wealthier residents with jobs in the quaternary sector"Reason supported by change of employment type with examples.  |
| (c) | The regeneration of urban areas involves many groups of people. Stakeholders have different interests and motivations when regeneration takes place and may be affected in different ways. These varying viewpoints have an effect on how the groups perceive the success of a project.The London Olympic Park was built as part of a range of venues hosting the 2012 Olympic Games. It is an example of sport-led regeneration. The brownfield site along the Lea Valley in East London was developed by a range of different players including the Olympic Delivery Authority (a government-appointed body with responsibility for the park’s infrastructure), and local London boroughs (e.g. Newham and the Greater London Authority, responsible for transport improvements). Other groups involved included local businesses located in the proposed park, such as Forman’s salmon smokehouse, and residents from the Clay’s Lane housing co-operative, a residential development set up by Newham Borough Council. The investment in the project was £9.3 billion and it was hoped the development would have a positive impact on the built environment, the economy of the local area and for local communities. However, different organisations viewed the level of success differently.In general, the regeneration was seen as a success by the government, raising the profile of the UK and injecting £13 billion into the national economy. The GLA helped to develop new underground links, increasing the area’s connectivity with West London, and the new Westfield Stratford City shopping centre satisfied investors with its high retail revenues, although this has benefited national rather than local retail chains. Residents of the new eco-housing development, East Village in the Olympic Village, were pleased to move to new homes, and a school was built (Chobham Academy) providing improved education opportunities for local children.However, some local groups saw the change more negatively. Forman’s factory had to be moved and the company was concerned that this would affect its business. Some local residents were angry because Clay’s Lane was demolished, particularly as this had provided subsidised accommodation in an area with high housing costs. Local projects involved in training young people with construction skills to help them find employment before and after the Games were unhappy, as many of those trained found it difficult to get work and so the scheme was perceived by some as unsuccessful. West Ham United relocated to the main Olympic Arena, now the London Stadium. The football club see this positively as it can increase the size of its revenue and boost the club’s profile. However, some fans were not happy about the move away from their traditional home. Some environmental groups were concerned about the loss of green space, but the Lea Valley Regional Park has improved access to the river area for local residents.The Olympic regeneration example shows that the level of success of a project is seen differently by people in the public, private and voluntary sectors. While a large-scale project, such as the Olympic Park site, is often the catalyst for economic growth in an area, there are some groups who feel that they will be disadvantaged in the long term, both economically and socially. Success can be judged more easily in economic terms (e.g. through revenue and profit) than in other ways (e.g. through satisfaction and opportunity).

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| **Examiner comment**The student uses a range of strategies from one case study. Economic, social and environmental strategies are discussed and both positive and negative viewpoints highlighted. The conclusion uses some of the arguments from the main essay. Good geographical knowledge is shown and evidence relating to the question is applied well. A balanced conclusion is made. The student could analyse the question further by using a contrasting example of urban regeneration, e.g. a small-scale, local project. They could also have approached the essay by focusing on viewpoints of each group in turn, illustrating differences using examples of urban strategies they have studied. Level 4, 17 marks. |

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| Student Response B |
| (a) (i) | The number of homeworkers has increased because they have better access to the internet.  |
| *Examiner comment* | "better access to the internet"Valid reason given. |
| (a) (ii) |

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| **Examiner comment**The student does not clearly link the increase to rural villages in their response. A valid reason is given but this could be expanded further, e.g. mentioning why rural villages have had better internet connections. 1 mark. |

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| *Examiner comment* | "highest number was those working in rural hamlets and disper ..."The key point of the graph is understood, percentages could have been included to support the answer.  |
| *Examiner comment* | "use the internet"True, but the same can be said for urban areas, so this point would need expanding for more marks, e.g. improved connectivity, wifi.  |
| *Examiner comment* | "internet is less common"This is an inaccurate reason — the student has misinterpreted the meaning of the graph.  |
| *Examiner comment* | "jobs in a place that they have to go to each day"Links reason to employment type.  |
| (a) (iii) | In 2013, the number of people who were working at home was higher in rural areas than urban areas. The highest number was those working in rural hamlets and dispersed settlements. This is because people who live in the countryside are able to work at home more because they can use the internet. In urban areas fewer people work from home as the internet is less common. They may not need to use the internet for their job. Some people in urban areas may have jobs in a place that they have to go to each day, such as a shop or a leisure centre. |
| (a) (iv) |

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| **Examiner comment**In general, the student understands the question although there are some inaccuracies. They try to apply knowledge but there is limited expansion of their points. Level 2, 3 marks. |

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| (b) | The population of rural areas has changed in many ways over time. Fewer people are employed in farming and now work in tourist jobs. People have moved out of villages as it can be difficult to find a job there. In more popular villages, house prices may be high and so people there who want bigger houses will have to move away. Villages also may be seen as boring by people, with nothing to do there and bad transport links with other places. Rich people can buy houses instead and can work from home some of the time. Some elderly people like to retire to villages as they feel safer and more secure.

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| **Examiner comment**The student makes some good points but does not provide examples of places to support their answer. Their reasons are limited (mainly linked to employment) and they should discuss more fully the changes in the age structure of rural places. Level 2, 3 marks. |

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| *Examiner comment* | "Fewer people are employed"The points linked to employment type are very general with no expansion.  |
| *Examiner comment* | "people there who want bigger houses will have to move away"Could be linked to age, e.g. people with young families, to make a clearer link back to the question.  |
| *Examiner comment* | "may be seen as boring"This statement is not linked to the question.  |
| *Examiner comment* | "Rich people"Link to a change in the wealth and occupation of residents. |
| *Examiner comment* | "elderly people"Starts to put forward age as a characteristic that has changed but more expansion is needed.  |
| (c) | Different groups of people can have different opinions on urban projects. Parts of a city can be improved by building better housing for people. Housing is important as people need somewhere to live and often houses in cities are expensive and are not good quality. BedZED is an environmentally friendly housing project in south London. It aims to reduce the emission of greenhouse gases and water. Residents can also share cars. Homes are heated by solar panels and are well insulated. The scheme is supported by a charity, and is built to be eco-friendly. It also promotes One Planet Living, which tries to encourage people to get most of what they want locally and to promote sustainability. The houses are either sold, rented or under ‘shared ownership’. The scheme also works with local businesses to help them to make their produce more sustainable. Trafalgar Place in south London is a housing development built by a company. It is part of the redevelopment of the Elephant and Castle area. The buildings are energy efficient and local residents have green spaces to enjoy. There are wheelchair-accessible homes too.People can view the success of regeneration projects differently. Businesses and investors want to make a profit and may be looking for short-term success. Local residents may have a mixed view. If they think that they will be badly affected by the project, i.e. losing their home or dealing with increased traffic, they will not support the scheme. If they feel that they will benefit from the regeneration, they may feel more positively. Volunteer organisations may raise awareness about parts of a project that other groups may ignore. For example, environmental groups may complain about the loss of green areas and children’s charities may protest against the loss of play space.The success of an urban regeneration scheme depends on the attitudes of the people involved. Also, what some groups may perceive as success, others may not. Groups that are involved with the project judge the benefits and costs of a project differently.

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| **Examiner comment**The student shows some good knowledge of case study examples but these do not always link to the question. Different groups are mentioned, but there is no explanation of how they judge the success of the projects differently. Contrasting examples examining different types and scales of regeneration, in different locations, would help the student to discuss the role of a more varied range of interest groups and to evaluate how they view success. The second part of the response makes some connections to the question, but the points are not clearly linked to the groups mentioned in the first section. A conclusion is given, although it is brief and general. Level 3, 12 marks. |

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