

[20 marks]

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a-level exam questions & answers:

changing places (section b) >

mark scheme | 20-mark question #3



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Q.:	Sp. Ref.:	Information For Markers:	B'down:	Marks:
1)	3.2.2.2.1	Evaluate the success of an organisation (for example, local or national government or a company) in improving people's perception of a place you have studied. AO1 – Knowledge and understanding of the concept of place perception and the factors determining this. Knowledge and understanding of methods of rebranding, reimagining or redevelopment with the aim to comprehensively change place perception and the different agencies working toward this. AO2 – Applies this knowledge and understanding to be able to analyse and evaluate the extent to which a named project has been successful or not, and the reasoning behind this. Answers should focus on a number of stakeholder groups. Notes for answers Students answering this question had to draw on one of their two place studies in significant detail to be able to gain the highest marks possible. Often students made the mistake of drifting from one organisation to multiple ones fulfilling different roles, thus diluting their answer & performing less well overall. AO1 • Knowledge and understanding of the concept of place perception as a basis for understanding a place's location, extent, characteristics, and significance. Culture and experience shape our worldviews, which in turn influence our perceptions of places and regions. • Knowledge and understanding that this is a subjective term, and that both insider and outsider perspectives can be very different in terms of how we perceive places. Locals may have a very deep, historic connection 'topophilia' [Yi Fu Tuan] to their place, whilst from the outside it may appear unappealing. • Knowledge and understanding that many deprived, deindustrialised, marginalised or challenged communities are in need of change and modernisation. • Appreciation of the concept of external organisations as agencies of change. These are exogenous in nature and typically aim to improve place perception through a number of strategies. These can include rebranding, reimagining or redevelopment etc...	AO1=10 AO2=10	20

- Rebranding and reimagining involve the process of changing perceptions through the act of presenting the area as a desirable place to live, work, invest or spent time, whilst redevelopment focuses on larger-scale more tangible benefits such as the demolition and new building of homes/workplaces, redesign of public areas etc.. often all these programs will be working in tandem under government programs such as the city challenge.

AO2

- Using East London as a place study, the 2012 Olympic Games have significantly improved the outsider perspectives of the area, with updating housing, facilities, new greenfield sites and the new Westfield investments totalling over £1.45bn ... evidencing the success in appealing to foreign TNCs and investors.
- Analysis on the impact of changing demographic make-up because of place redevelopment. Primarily young, immigrant population – but more and more tertiary / quaternary sector employees so existing divisions in the community have remained. This is evidenced by the many issues of crime and poverty, including gang criminality and acid attacks. Homelessness as a further consequence of gentrification and is increasingly visible as social housing is replaced.
- Students may pose the question of where are these marginalised people going to go? The Olympics only served to 'cover over' some of the issues or move them elsewhere. So, place perception changes may be only 'superficial' and that near/far place perceptions can be very different.
- Analysis that government schemes such as the London East End redevelopment for the 2012 Olympic Games have been successful in changing outsider perspectives but some insider views remain a challenge. This could be because reimagining often comes in tandem with increased polarisation and disparity between existing less well-off populace and new residents. Median house prices have increased over 35% in less than 10 years whilst incomes up only 15%.
- Evaluation that many community pressure groups have been working with (and against!) the government to be able to rectify these issues, for example the Focus E15 Campaign against forced evictions thus people are still acutely aware of the failings in improving perceptions.
- Conclusion on the themes of place rebranding as a lower cost and possibly more sustainable approach could reference examples from beyond our borders, where cities such as Amsterdam have launched the highly successful I [am]sterdam program to counteract the loss in appeal and tourism revenue to other EU cities. This is both a motto and a brand for the city itself and is credited with it being a key element in its renaissance recently.

Examiner Marking Level Criteria:

This grid is used by teachers and examiners to decide first your working level, then narrow down to a mark out of 20 for all long answer questions, and the kinds of things they are looking to see in each of these answers.

Level/Mark Range	Criteria/Descriptor
TOP LEVEL 4 (16-20 marks – 80+% - typically an A* answer)	- Detailed evaluative conclusion that is rational and firmly based on knowledge and understanding which is applied to the context of the question. Interpretations are comprehensive, sound and coherent (AO2). - Detailed, coherent and relevant analysis and evaluation in the application of knowledge and understanding throughout (AO2). - Full evidence of links between knowledge and understanding to the application of knowledge and understanding in different contexts (AO2). - Detailed, highly relevant and appropriate knowledge and understanding of place(s) and environments used throughout (AO1). - Full and accurate knowledge and understanding of key concepts, processes and interactions and change throughout (AO1).
HIGH LEVEL 3 (11-15 marks – 55-75% - B to A grade answer)	- Clear evaluative conclusion that is based on knowledge and understanding which is applied to the context of the question. Interpretations are generally clear and support the response in most aspects (AO2). - Generally clear, coherent and relevant analysis and evaluation in the application of knowledge and understanding (AO2). - Generally clear evidence of links between knowledge and understanding to the application of knowledge and understanding in different contexts (AO2). - Generally clear and relevant knowledge and understanding of place(s) and environments (AO1). - Generally clear and accurate knowledge and understanding of key concepts, processes and interactions and change (AO1).
LOWER LEVEL 2 (6-10 marks – 30-50% - D-C grade answer)	- Some sense of an evaluative conclusion partially based upon knowledge and understanding which is applied to the context of the question (AO2). Interpretations are partial but do support the response in places. - Some partially relevant analysis and evaluation in the application of knowledge and understanding (AO2). - Some evidence of links between knowledge and understanding to the application of knowledge and understanding in different contexts (AO2). - Some relevant knowledge and understanding of place(s) and environments which is partially relevant (AO1). - Some knowledge and understanding of key concepts, processes and interactions and change. There may be a few inaccuracies (AO1).
LOW LEVEL 1 (1-5 marks) - <25% - E or below answer	- Very limited and/or unsupported evaluative conclusion that is loosely based upon knowledge and understanding which is applied to the context of the question (AO2). Interpretation is basic. - Very limited analysis and evaluation in the application of knowledge and understanding. This lacks clarity and coherence (AO2). - Very limited and rarely logical evidence of links between knowledge and understanding to the application of knowledge and understanding in different contexts (AO2). - Very limited relevant knowledge and understanding of place(s) and environments (AO1). - Isolated knowledge and understanding of key concepts, processes and interactions and change. There may be a number of inaccuracies (AO1).
LEVEL 0 (0 marks) – no answer provided	Nothing worthy of credit (something has gone ridiculously wrong if you're here!)