

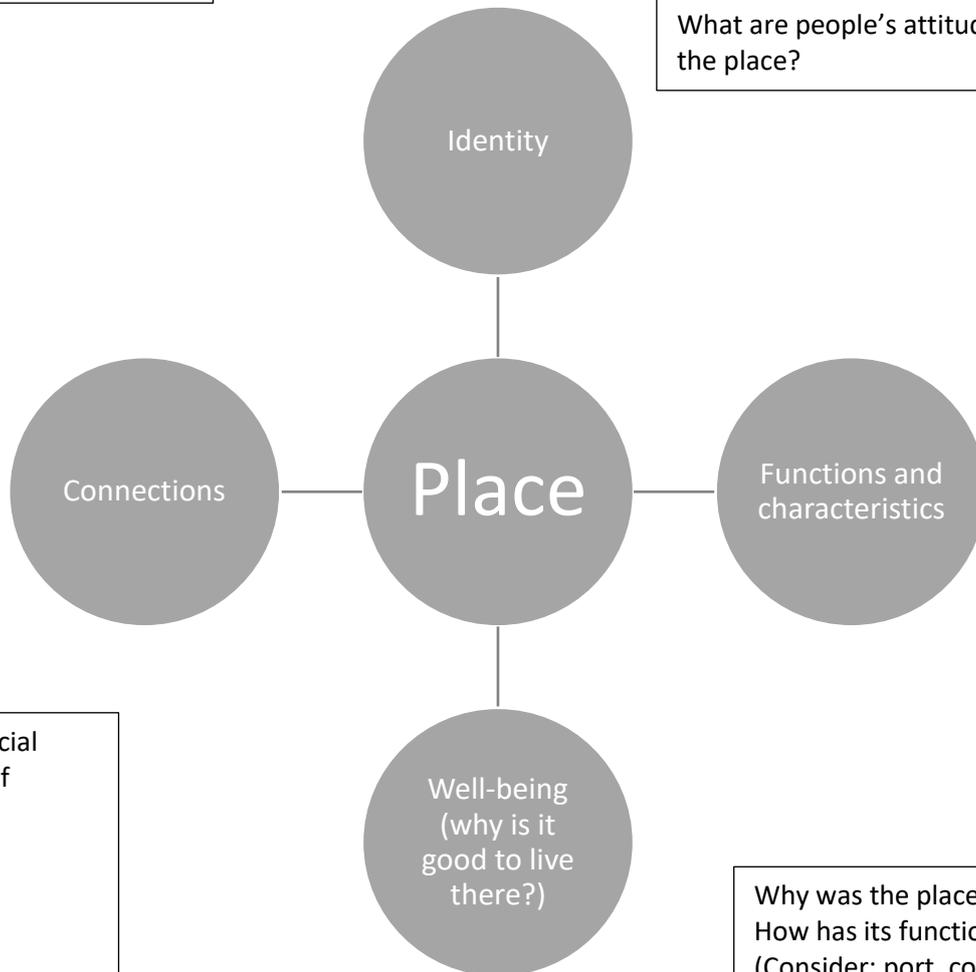
Changing Place; Changing Places

In today's global world, a sense of place, an identity, has become increasingly important for many people. Additionally, places have seen that to increase their appeal to people and businesses they often need to develop certain aspects to make them either unique or attractive to investment. This topic area is fully embedded in case studies, and so it is place-driven rather than process-driven.

1. Developing your sense of place is one of the most important things you can do with this topic.
 - a. Think about the place where you live and, in **one** colour, answer the questions.
 - b. Now think about a place you studied for GCSE and, using a **different colour**, answer the questions about this second place.

How does it link to other places? (Consider: transport links, financial links, business links, globalisation, migration, etc.)

What makes the place unique?
 What makes people feel they belong there?
 How much say in things do local people have? Does it differ between groups?
 How are people loyal to the place?
 What are people's attitudes towards the place?



What are the social characteristics of the place?

- a) Services
- b) Poverty
- c) Multiple deprivation
- d) Community activities/spirit
- e) Image
- f) Space
- g) Design

Why was the place established?
 How has its function changed? (Consider: port, commerce, government, transport hub, tourism, etc.)
 What physical features have shaped its characteristics? (Consider: river, sea, steep land, etc.)

2. Study the images below and answer the questions in the surrounding boxes.

What are the main characteristics of this place?

How do you think the removal of the power station changed this place?

What does the housing suggest about the socio-economic characteristics and quality of life of this location?

How could you find out people's perceptions of this change?

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3. There are lots of features and processes you should be aware of from GCSE. Complete this key term mix and match to help refresh your memory of them.

Term	Definition
Place	Statistics linked to the changing characteristics of a population, such as births, deaths and infant mortality rate.
Demography	Aims to give a place a new, more positive identity.
Rebranding	An urban area with more than 10 million residents.
Re-imaging	The human and physical characteristics of an area.
Regeneration	An important multinational city which is a major centre for trade, finance, business, culture and politics.
Megacity	The movement of wealthier people into a less wealthy urban area. These people invest in the area and improve the accommodation and local businesses.
Industrialisation	The outward movement of people and economic activities from centralised areas, often government-led.
Urbanisation	The movement of people from the city centre to the margins, which are less congested and polluted.
Counter-urbanisation	The combination of a number of different types of deprivation (e.g. lack of education, poor health, high crime) into an overall measure of deprivation.
Deindustrialisation	The process whereby an economy changes from one mainly dependent on primary activities (agriculture) to one based on manufacturing.
Suburbanisation	A public relations exercise involving marketing to promote a more modern and positive image of a place.
Decentralisation	The removal or reduction of industrial activity in an area because of major economic or social change.
World city	The movement of people from a town or city to a more rural settlement or commuter village.
Gentrification	The increasing proportion of the population living in towns and cities.
Multiple deprivation	An attempt to reverse the decline of a place by improving the economy and physical structure using public money to trigger a multiplier effect.

4. Places change over time, and urban planners have learnt a lot from mistakes of past urban management. You might find the following BBC Bitesize section a useful refresher to study before considering the following questions (make sure you read through all the pages in this section of Bitesize):

<https://www.bbc.co.uk/bitesize/guides/zqdkkqt/revision/1>

 Go to [zzed.uk/10760](https://www.zzed.uk/10760)

a. Where is urbanisation happening at the fastest rate, and why?

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b. Why have some urban areas seen a decline? (Give an example.)
(<https://www.bbc.co.uk/bitesize/guides/zqhvmnb/revision/5> might help)

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c. Why are some urban areas continuing to be successful both economically and socially? (Give an example.)

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5. Study the following resource: <http://www.placemakingchicago.com/about/qualities.asp>

a. When looking at the place diagram, see how many links you can make between the different factors that would lead to a positive spiral.

 Go to [zzed.uk/10760](https://www.zzed.uk/10760)

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b. Do you think that improving the quality of the place can reduce crime rates? Explain your choice.

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c. Explain how easy you think it is to change people's perception of a place.

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6. When a place starts to fail and enter a spiral of decline, regeneration is often the only solution for improving the area. For small parts of a place, this can happen organically, through gentrification. Wealthier people move into an area, invest in the properties and socialise locally, thereby encouraging new businesses to open, which all helps to increase the quality of the area. However, in some cases, intervention from a central source is needed to 'kick-start' the economy and deal with chronic social problems, often linked to poor housing. In this case, investment is needed from a number of sources. However, clearing substandard housing and encouraging businesses to set up in the area by offering lower rents, etc. will not totally solve the problem. Re-imagining and rebranding are also often needed to change people's perception of a place and encourage them to move into the area.

Create a list of ways that people's perception about a place could be changed.

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7. Deprivation is also a problem in rural areas. What methods could be used to improve the economy of rural regions? (You may find the following video useful: <https://www.youtube.com/watch?v=t5D3HwHm76E>)



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