4.3 Urban Regeneration and Rebranding in Bristol: 30-minute Pack

Total Marks

AQA 8035 · Calculators not allowed · about 30 minutes

Name: _____ Date: ____ / ____ / _____

Answer ALL questions. Show all your working.

1 Define the term 'decentralisation' as it applies to urban change in Bristol since the 20th century.

(Total for Question 1 is 1 mark)

2 Define 'rebranding' of a city, with reference to actions such as festivals, museums and waterfront leisure in Bristol.

(Total for Question 2 is 1 mark)

3 'Assess the extent to which regeneration in Bristol has been successful.' Use named examples and arrive at a supported judgement.

(Total for Question 3 is 12 marks)

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4 State one likely social benefit for local people resulting from new jobs in the Temple Quarter Enterprise Zone in Bristol.

(Total for Question 4 is 1 mark)

5 State the year the Temple Quarter area in Bristol was designated an Enterprise Zone to support regeneration and new jobs.

(Total for Question 5 is 1 mark)

6 Give TWO physical or economic features of the Harbourside regeneration in Bristol.

(Total for Question 6 is 2 marks)

7 Explain how improvements to integrated transport in Bristol, such as the MetroBus system and new cycle routes, can support urban regeneration projects like Temple Quarter and Harbourside.

(Total for Question 7 is 6 marks)

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Mark scheme · 4.3 Urban Regeneration and Rebranding in Bristol: 30-minute Pack

Question 1

the movement of people, shops or businesses away from the city centre to the urban edge or suburbs, oe **B1**

Answer: The movement of people, shops or businesses away from the city centre to the urban edge or suburbs.

Question 2

using image, culture and events to change public perception of a place and attract visitors, investment and new businesses, oe **B1**

Answer: Using image, culture and events to change public perception of a place and attract visitors, investment and new businesses.

Question 3

Level 3 A well-developed assessment that evaluates successes and limitations of Bristol regeneration using several named examples, considers social, economic and environmental outcomes, and reaches a clear, justified judgement on overall success. **7-9**

Level 2 A developed response that describes successes and/or limitations with at least one named example, offers some evaluation and reaches a simple judgement. **4-6**

Level 1 A limited response with some relevant points about regeneration in Bristol, brief description of examples, and little or no judgement. **1-3**

Level 0 No relevant content. **0**

Indicative content:

- Successes: Harbourside regeneration has transformed former dockland into mixed-use housing, cultural attractions and leisure, increasing visitor numbers and improving riverside environment.
- Successes: Cabot Circus (opened 2008) increased retail and entertainment provision, attracting investment, jobs and shoppers back to the city centre.
- Successes: Temple Quarter Enterprise Zone (designated 2012) has attracted businesses, university investment and plans for improved transport and employment space.
- Limitations: Regeneration can cause gentrification, rising rents and displacement of long term residents and small businesses, reducing social equity.
- Limitations: Some projects deliver benefits unevenly across the city; peripheral neighbourhoods may see little direct improvement.
- Limitations: Construction and development can harm local character and cause short term disruption; environmental benefits depend on design and maintenance.
- Evaluation: Consideration of different measures of success, e.g. economic growth and jobs versus social inclusion, affordability and community benefit.
- Evaluation: Transport improvements such as MetroBus and cycle routes support long term sustainability, but effectiveness depends on affordability and connectivity.
- Conclusion: A balanced judgement weighing named evidence may conclude that regeneration has been largely successful in economic and image terms but has mixed social outcomes, so overall success is qualified.

Question 4

e.g. increased employment opportunities for local people leading to higher incomes and improved quality of life, oe **B1**

Answer: Increased employment opportunities for local people, leading to higher incomes and an improved quality of life.

Question 5

2012 **B1**

Answer: 2012.

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Question 6

new mixed-use developments such as apartments, offices and cafes on former dockland, oe **B1**

increased visitor attractions and leisure facilities, e.g. museums, bars and performance spaces, oe **B1**

Answer: New mixed-use developments such as apartments, offices and cafes on former dockland; increased visitor attractions and leisure facilities such as museums, bars and performance spaces.

Question 7

improved public transport increases accessibility to regenerated areas, making them more attractive to businesses and visitors, oe **B1**

linked detail, e.g. faster bus services and better connections to the city centre can increase customer footfall for shops and leisure venues, supporting economic viability, oe **B1**

better cycle routes encourage sustainable commuting and reduce car dependency, which can make new residential developments more attractive, oe **B1**

linked detail, e.g. cycle access can widen the labour market for employers in Temple Quarter by allowing staff from nearby suburbs to cycle in, oe **B1**

transport improvements can stimulate private investment and raise land values, providing financial impetus for further redevelopment, oe **B1**

linked detail, e.g. better integrated transport supports mixed-use development by linking housing, work and leisure, helping long term sustainability of regeneration, oe **B1**

Answer: Improved public transport makes regenerated areas more accessible and attractive to businesses and visitors, increasing footfall for shops and leisure; cycle routes encourage sustainable commuting and widen the labour pool for employers. Transport upgrades can stimulate private investment, raise land values and link housing, work and leisure to support long term sustainability of regeneration.

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