



GEO.HU3 Urban Regeneration and Rebranding in Bristol

AQA 8035 · Calculators not allowed · about 60 minutes

Total Marks

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Name: _____ Date: ____ / ____ / ____

Answer ALL questions. Show all your working.

- 1** Define the term 'urban regeneration' in the context of cities such as Bristol.

(Total for Question 1 is 1 mark)

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

(Total for Question 2 is 1 mark)

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

(Total for Question 3 is 1 mark)

- 4** State the year Cabot Circus shopping and entertainment centre opened in Bristol as part of the city's retail growth and regeneration.

(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 The map photographs below describe a small area of Bristol before and after Harbourside redevelopment. Prompt: Before redevelopment (1995): light industry 60% of land use, derelict waterfront 25%, public open space 5%, retail and leisure 10%. After redevelopment (2015): apartments 40%, retail and leisure 35%, cultural attractions 15%, public open space 10%. Using these figures for a named area of Bristol, a) Describe the pattern shown by the change in land use between 1995 and 2015, b) State one clear change in land use type.

(a) Describe the pattern shown by the change in land use in this named Harbourside area of Bristol between 1995 and 2015. (3)

(b) State one clear change in land use type shown by the table for this Harbourside area. (1)

(Total for Question 7 is 4 marks)

8 In the same Harbourside area described in Question 7 visitor numbers rose from 120,000 per year before redevelopment to 210,000 per year after redevelopment. Calculate the percentage increase in visitor numbers to one decimal place.

(Total for Question 8 is 2 marks)

- 9** 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 9 is 6 marks)

- 10** Give TWO reasons why rebranding Bristol through museums, festivals and waterfront leisure can attract tourists and visitors.

(Total for Question 10 is 2 marks)

- 11** Suggest one environmental benefit of redeveloping old docklands into waterfront leisure and public open space in a Bristol regeneration project.

(Total for Question 11 is 1 mark)

- 12** Explain TWO challenges that local communities may face as a result of regeneration projects in Bristol such as the Harbourside and Temple Quarter developments.

(Total for Question 12 is 4 marks)

- 13** Use the Bristol examples you have studied, such as Harbourside regeneration, Cabot Circus and Temple Quarter Enterprise Zone, to answer the question. 'Assess the extent to which regeneration in Bristol has been successful.'

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

(Total for Question 13 is 12 marks)

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

(Total for Question 14 is 1 mark)

- 15** Which one of the following is NOT an example of decentralisation in the context of Bristol urban change? Options: A new out-of-town retail park opening; city centre shops relocating to a suburban shopping centre; conversion of a dockland warehouse into apartments in Harbourside; businesses relocating from the centre to edge-of-city business parks.

- ☐ A new out-of-town retail park opening
- ☐ City centre shops relocating to a suburban shopping centre
- ☐ Conversion of a dockland warehouse into apartments in Harbourside
- ☐ Businesses relocating from the centre to edge-of-city business parks

(Total for Question 15 is 1 mark)

Mark scheme · GEO.HU3 Urban Regeneration and Rebranding in Bristol

Question 1

- **B1** the process of improving and renewing parts of a city that have declined, including physical, economic or social improvements, oe
- **Answer: The process of improving and renewing parts of a city that have declined, including physical, economic or social improvements.**

Question 2

- **B1** the movement of people, shops or businesses away from the city centre to the urban edge or suburbs, oe
- **Answer: The movement of people, shops or businesses away from the city centre to the urban edge or suburbs.**

Question 3

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

Question 4

- **B1** 2008
- **Answer: 2008.**

Question 5

- **B1** 2012
- **Answer: 2012.**

Question 6

- **B1** 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
- **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

- (a) **B1** a clear overall shift from industrial uses to residential, retail and cultural uses, oe
- (a) **B1** support with figures, e.g. light industry falls from 60% to 0% while apartments rise to 40% and retail and leisure rises from 10% to 35%, oe
- (a) **B1** increase in public and cultural space, e.g. public open space doubles from 5% to 10% and cultural attractions appear at 15%, oe
- (a) **Answer: There is a clear shift away from light industry towards apartments, retail and cultural uses. Light industry drops from 60% in 1995 to none in 2015 while apartments rise to 40% and retail and leisure increase from 10% to 35%. Public open space and cultural attractions increase, showing a move to leisure and residential use.**
- (b) **B1** e.g. industrial land use (light industry) has been replaced by apartments (residential) or retail and leisure, oe
- (b) **Answer: Industrial land use has been replaced by apartments and retail and leisure developments.**

Question 8

- **M1** 210000 - 120000 or 210000/120000 seen, oe
- **A1** 75.0% cao
- **Answer: 75.0%**

Question 9

- **B1** 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
- **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.**

Question 10

- **B1** creates new attractions and activities that draw visitors, oe
- **B1** improves the city's image and reputation, encouraging more visitors and repeat visits, oe
- **Answer: It creates new attractions and activities that draw visitors, and it improves the city's image and reputation, encouraging more visitors and repeat visits.**

Question 11

- **B1** e.g. new public open space can increase urban biodiversity or provide flood storage to reduce flood risk, oe
- **Answer: New public open space can increase urban biodiversity or provide flood storage to reduce flood risk.**

Question 12

- **B1** challenge 1, e.g. rising property prices and rents leading to displacement of long term residents, oe
- **B1** linked detail, e.g. small local businesses may be priced out or replaced by chain stores, reducing community character, oe
- **B1** challenge 2, e.g. construction disruption and noise can reduce quality of life during redevelopment, oe
- **B1** linked detail, e.g. longer term benefits may not be felt equally by all residents, creating local resentment, oe
- **Answer: Challenges include rising property prices and rents that can displace long term residents and price out small local businesses; construction disruption, noise and traffic during redevelopment can reduce quality of life and create resentment if benefits are not shared equally.**

Question 13

- **Level 3** (7-9): 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.
- **Level 2** (4-6): A developed response that describes successes and/or limitations with at least one named example, offers some evaluation and reaches a simple judgement.
- **Level 1** (1-3): A limited response with some relevant points about regeneration in Bristol, brief description of examples, and little or no judgement.
- **Level 0** (0): No relevant content.
- **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 14

- **B1** e.g. increased employment opportunities for local people leading to higher incomes and improved quality of life, or
- **Answer: Increased employment opportunities for local people, leading to higher incomes and an improved quality of life.**

Question 15

- **B1** choice 'Conversion of a dockland warehouse into apartments in Harbourside' because this is an example of regeneration and reuse of central land not decentralisation
- **Answer: Conversion of a dockland warehouse into apartments in Harbourside.**