

Changing Places Revision Notes: What does the Specifications say?

Changing places focuses on people's engagement with places, their experience of them and the qualities they ascribe to them, all of which are of fundamental importance in their lives. You as students, should know this importance and engage with how places are known and experienced, how their character is appreciated, the factors and processes which impact upon places and how they change and develop over time. Whilst enhancing your knowledge of this, you will gain an understanding of the way in which how your own lives and those of others are affected by change.

Study of the content must be embedded in two contrasting places, one to be local. The local place may be a locality, neighbourhood or small community either urban or rural. A contrasting place is likely to be distant – it could be in the same country or a different country but it must show significant contrast in terms of economic development and/or population density and/or cultural background and/or systems of political and economic organisation. In this revision guide, the following case studies have been used;

- **Local:** Durham
- **Distant:** Brick Lane and Tower Hamlets, London

Whilst, studying this section you will have, opportunities to exercise and develop qualitative and quantitative investigative techniques and practice related observation, measurement and various mapping skills, together with data manipulation and statistical skills including those associated with and arising from fieldwork. This is not just a section that you will learn content for the exam, but at the same time will also give you some knowledge of the fundamental principles of geography.

The nature and importance of places:

The concept of place and the importance of place in human life and experience. Insider and outsider perspectives on place. *Categories of place:*

- Near places and far places
- Experienced places and media places
- Factors contributing to the character of places
- Endogenous: location, topography, physical geography, land use, built environment and infrastructure, demographic and economic characteristics
- Exogenous: relationships with other places

Changing places – relationships, connections, meaning and representation:

In relation to the local place within which students live or study and then at least one further contrasting place and encompassing local, regional, national, international and global scales:

- The ways in which the following factors: relationships and connections, meaning and representation, affect continuity and change places and our understanding of place and the ways in which students' own lives and those of others are affected by continuity and change places and our understanding of place.

Relationships and connections:

The impact of relationships and connections on people and place with a focus on either changing demographic and cultural characteristics or economic change and social inequalities.

- How the demographic, socio-economic and cultural characteristics of places are shaped by shifting flows of people, resources, money and investment, and ideas at all scales from local to global.
- The characteristics and impacts of external forces operating at different scales from local to global, including either government policies or the decisions of multinational corporations or the impacts of international or global institutions.
- How past and present connections, within and beyond localities, shape places and embed them in the regional, national, international and global scales.

Meaning and representation:

The importance of the meanings and representations attached to places by people, with a focus on people's lived experience of place in the past and at present.

- How humans perceive, engage with and form attachments to places and how they present and represent the world to others, including the way in which everyday place meanings are bound up with different identities, perspectives and experiences.
- How external agencies, including government, corporate bodies and community or local groups make attempts to influence or create specific place-meanings and thereby shape the actions and behaviours of individuals, groups, businesses and institutions.
- How places may be represented in a variety of different forms such as advertising copy, tourist agency material, local art exhibitions in diverse media (e.g. film, photography, art, story, song etc) that often give contrasting images to that presented formally or statistically such as cartography and census data.
- How both past and present processes of development can be seen to influence the social and economic characteristics of places and so be implicit in present meanings.

Quantitative and qualitative skills:

Students must engage with a range of quantitative and qualitative approaches across the theme. Quantitative data, including the use of geospatial data, must be used to investigate and present place characteristics, weight must be given to qualitative approaches involved in representing place, and to analysing critically the impacts of different media on place meanings and perceptions. The use of different types of data should allow the development of critical perspectives on the data categories and approaches.

Place case studies:

- **Local place study** exploring the developing character of a place local to the home or study centre.
- **Contrasting place study** exploring the developing character of a contrasting and distant place.

Place studies must apply the knowledge acquired through engagement with prescribed specification content and thereby further enhance understanding of the way students' own lives and those of others are affected by continuity and change places. Sources must include qualitative and quantitative data to represent places in the past and present.

Both place studies must focus equally on:

- People's lived experience of the place in the past and at present **and either** changing demographic and cultural characteristics **or** economic change and social inequalities.

Suitable data sources could include:

- Statistics, such as census data
- Maps
- Geo-located data
- Geospatial data, including geographic information systems (GIS) applications
- Photographs
- Text, from varied media
- Audio-visual media
- Artistic representations
- Oral sources, such as interviews, reminiscences, songs etc.

Throughout this booklet are key questions, it is suggested as part of your revision you answer these questions.

You should create some form of revision resources (Mind-map/flash cards etc.), for each section in this guide. Make sure you know what to revise, look at the revision checklist and use the specification. Use your time wisely and don't leave all your revision till last minute!

Remember, whilst studying A Level Geography, it is your responsibility to take care of your own learning. So, as well as the sources provided to you, you should be researching your own sources and interpreting their meaning. What insight can they give you into an area and what are the pros and cons of each source.

Concept of Place

Key Questions: 1. How do we define place? 2. How do we distinguish place from location?

What is the difference between a place and a space?

- A place is an everyday word and key term in geography, it is used to define a location on a map or it could refer to the description of the human and physical features of a location.
- A place differs to the abstraction notion of a place because places have meaning to people, a space becomes a place as we know it.

What is the most familiar example of a place for people?

- Your home, as it is the place where you feel most attached and where you can be yourself.
- A place is more than just a location. There are academic geographers that argue the aspect of a place in terms of multidimensionality. This includes the subjective aspects and emotional responses.

Multidimensionality: Where a person has an emotional attachment to a place, but it is different for every person, e.g. a person's home.

Aspects of a Place -

	Location: Where a place is located. For example, coordinates on a map.	Locale: Considers the effect that people have on their setting. In terms of locale, a place is shaped by people, cultures and customs.	Sense of Place: Subjective and emotional attachment that people must a place. Every person has different views and perspectives on place.
Example: Glastonbury	County of Summerset, 23 miles from Bristol. Latitude: 51.1456N and Longitude: 2.7144W	Home to numerous, visitor attractions, e.g. Glastonbury Tor. It's a beautiful place to walk, unwind and relax.	A spiritual importance. Evokes emotions about internationally famous music festival, Glastonbury.

Theoretical approaches to Place -

A descriptive approach (Location): The idea that the world is a set place and each place can be studied and it is distinct.	A social constructive approach (Locale): Sees a place as a product of set of social processes occurring at a time. For example, Trafalgar Square was built to commemorate a British Naval victory in 1980's.	A phenomenological approach (Sense of Place): Not interested in the unique characteristics of a place or why it was constructed. Instead, it is interested in how an individual person experiencing a place.

Summary - Places are not simply geographical locations but should be understood as dynamic areas where people, ideas and information come together. Furthermore, places hold meaning: different groups of people may see places differently and have different scope to change these places.

CASE STUDY 1: London, Trafalgar Square - The cultural geographer Jon Anderson argues that places can be defined by the traces that exist within them. Material traces are physical additions to the environment include buildings, signs and statues. Non-material traces include events, performances or emotions, which occur in that place.

In Trafalgar Square the immediate traces are the statue of Admiral Lord Nelson, the column on which this stands, a large public square and two fountains. However, you can look behind these traces to try and understand the meanings behind them and the aims of the 'trace makers' who constructed them.

Trafalgar Square is still used to celebrate victory and is often the focus for national celebrations such as sporting victories and London's successful Olympics bid. Traces change over time and this is evidenced by The Fourth Plinth Programme in Trafalgar Square. It was initially intended to hold an equestrian statue of William IV, but had remained vacant due to lack of funding. Since 1999 however, it has become a centrepiece for some of the world's most provocative contemporary public art in a bid to showcase London as the cultural and artistic capital of the world. Trafalgar Square has sometimes been used for

protest, when people have rallied against the British state rather than supporting and celebrating it. Anti-Iraq war demonstrations took place in 2004 and the traces left by the protestors made Trafalgar Square into a very different place at that time.

The importance of place in human life and experience

Key Questions: 1. How is place important to you? 2. How is your identity defined by place?

How can place be important?

1. An event might take place there (Place of birth).
2. Marketing of holiday destinations.
3. Certain food might be grown or produced there.
4. Defines you through a sense of place.

People may 'buy into' or 'consume' place. For example, those who like the countryside tend to holiday in rural locations, enjoy books and television programmes about these areas, spend money on walking gear and maps and even furnish their houses in a rustic country style. Numerous products are marketed so that people can buy into the notion of the rural idyll.

The importance of place can be explored by looking at its impact on three aspects: identity, belonging and well-being. The placemaking movement, which has expanded rapidly in recent years, places great emphasis on all three aspects.

A personal identity of a place -

Place can be critical to the construction of identity. First, is the sense of how a place has developed in relation to our own home and local geographical area (local newspapers, playing sport for a local team or attending a local event), foster a sense of local place. Identity can be evident at several scales:

<p>Localism: Emotional ownership of a place. Rarely subjects itself to a political sense but can be demonstrated in 'nimbyism'. Occurs when people are reluctant to be affected by development.</p>	<p>Regionalism: Consciousness of, and loyalty to, a distinct region with a population that shares similarities.</p>	<p>Nationalism: Loyalty and devotion to a nation, which creates a sense of national consciousness. For example, patriotism of your country.</p>
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Historically, people have identified more, with their local place or community because they have greater knowledge of this area. In some areas of the UK, this has led to calls for more regional governments. In Cornwall, the Mebyon Kernow party has been leading the campaign for the creation of a National Assembly for Cornwall. They believe that, with its own distinct identity, language and heritage, has the same right to self-rule.

What factors can help identity with place at a national level?

1. Common language
2. National anthem/Flag
3. Cultural/Sporting event
4. Religion

The power of place in political unrest is becoming more important because people are starting to get noticed, they have places for exposure to be heard.

Types of place -

<p>A global sense of place: Economic and social geographer Doreen Massey argues that places are dynamic as they have multiple identities and they do not have boundaries. She concluded</p>	<p>The Globalisation of place: Can homogenised places, to every village. Town and areas has the same shops. These are called 'clone towns' in the UK and come under the theory of</p>	<p>Localisation of place: The promotion of what is happening in its local area and place. They have regionalism in Bristol. As locals, could pay for their council tax with their own</p>
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Categories of place -

- Near and far places:** Can be geographical or used to describe an emotional connection. There are a few places where people feel a greater connection with and are near to them.
- Experienced and media places:** Experienced places are places that a person has spent time in, whereas media places have only been read about or seen through a screen.
 - This can cause problems as the media view can vary considerably from the experienced view.

Factors affecting the character of place –

Endogenous: Internal factors, they originate at the site Exogenous: External factors, they originate elsewhere.	Physical geography; relief, altitude, aspect, drainage, soil and rock type.	Socio-economic factors; employment opportunities, amenities, educational attainment, income, health, crime rates and local clubs/societies.	Location; urban or rural, proximity to other settlements, main roads and physical features – rivers/coasts etc.
	Demographic factors; population size and structure (age and gender) and ethnicity.	Political factors; the role and strength of local councils and/or resident groups.	The built environment; land use, age and type of housing, building density and materials.
	Cultural factors; heritage, religion and language.	Mobility of the population for work and leisure pursuits.	

Endogenous Examples:

- Heritage
- Local Parks
- Built Environment
- Demographic



Exogenous Examples:

- Religion
- Socio-economic
- Political



Relationships and Connections

Key Questions: 1. What changes a place? 2. What are the cause of these changes? 3. How can these changes happen?

Places are dynamic in that they can change over time and have, brand new functions, or they even relate more strongly to a specific group.

What are the cause of these changes?

These changes can be either endogenous, or exogenous. Economic factors have the greatest effect on place. However, it is important to remember that other factors, namely; conflict, terrorism, natural disasters and climate change can also play a huge part, in having serious implications.

The agents of change -

It is an important to remember that many people do not always want change, they are happy with the way things are. A good example of this, is the London Olympics, 2012, as for many people it was a huge success. However, there was many people who opposed the redevelopment of areas in East London.

Agents of Change	Example	Impact
<i>Government Policies</i>	Regeneration schemes and financial incentives for industries, like subsidies, tax breaks and enterprise zones.	These can attract businesses to places and generate a positive multiplier effect.
<i>The decisions of multinational corporations</i>	In 2010, Mondelez International closed the Cadbury factory near Bristol and moved production to Poland. In 2016, Tata Steel, announced UK job cuts, in response to the difficult global market conditions.	Job losses for employees. E.g. Major job losses at Port Talbot, Hartlepool and Corby, were all highly dependent on the steel industry. Factories converted into housing.

Impacts of the international or global institutions, e.g. UN and world bank.

In 2015, the World Bank was running 15 development projects in Haiti.

Post-earthquake reconstruction of both homes and communities. Varied level of success around the world.

Meaning and representation -

Meaning, relates to the individual or overall collective perceptions of a place. Representation is how it is portrayed or how it is 'seen' in society. However, both can change over time.

CASE STUDY 3: Belfast – One place, two representation?

Belfast is the capital city of Northern Ireland and home to 286,000 inhabitants. It is the region's economic powerhouse, an industrial city where the Titanic was built and which was once the largest producer of linen in the world. The city suffered greatly during the 30-year period of conflict called 'the Troubles', but has undergone a sustained period of calm and substantial economic and commercial growth since the Good Friday Peace Agreement was signed in 1998.

The city centre has seen large-scale redevelopment and different parts of the city have been rebranded as 'quarters', emphasising their unique history and culture. The Titanic Quarter is one of the largest brownfield redevelopment sites in Europe and includes the Titanic Studios and more than 100 companies, including Citi, Microsoft and IBM. This is the creative and cultural Belfast promoted by the City Council and Tourist Board, looking outwards to build a cosmopolitan city which is open and welcoming.

The other perspective links to the complex political history of Belfast, the high degree of religious segregation and the image of 'bombs, bullets and balaclavas' which dominated newspaper front pages in the late twentieth century. Peace walls and political parades are an important part of the history of Belfast but some argue that they reflect a city struggling to move beyond the disputes and arguments which have shaped its past.

Tourism has increased significantly in Belfast in the last decade, attracting more than 6.5 million visitors and contributing £450 million annually to the local economy. The evidence suggests that Belfast has successfully managed to change its international image and visitors from all over the world are attracted by the city's culture and vibrancy rather than being put off by events that have gone before.



The old: Peace lines or walls were constructed in Belfast to keep neighbouring Protestants and Catholics apart. Many of these walls feature murals, which tourists come to see. In some cases, tourists write their own messages of peace and hope. It is hoped that the walls will be taken down as community relations strengthen.



The new: The Titanic Quarter is home to the Titanic Belfast Centre, visited by more than two million people from 145 countries, and the set of the world's most successful television series, Game of Thrones, filmed in a former shipyard paint hall.

CASE STUDY 4: I Amsterdam.

The motto 'I Amsterdam' originated from a photography exhibition in 2004 promoting the city of Amsterdam. It was subsequently adopted for the rebranding and promotion of the city

In the late twentieth century, Amsterdam's reputation as a major international cultural centre had been threatened by several factors, including:

- Greater competition from other cities both within and outside of the Netherlands
- Social and economic decline in some areas.



- The city's reputation for being liberal towards soft drugs and prostitution, which was inappropriate for attracting new investors and enterprises
- A failed bid to host the Olympic Games.

Several rebranding strategies were adopted but the most successful was the 'I Amsterdam' slogan, seen to be clear, short, powerful and memorable. The large three-dimensional 'I Amsterdam' letters were positioned in front of the city's famous Rijksmuseum in 2005 and the sculpture is now the city's most photographed item, being photographed over 8,000 times a day on sunny days. The use of smartphones and social media has seen the image spread all over the world and Amsterdam has become one of the most successful destination brands on social media. Given the last ten years to imprint the new identity, the city of Amsterdam has experienced increased tourism and is one of the top five European cities based on its brand strength and cultural assets. Other European cities such as Barcelona have undergone successful rebranding programmes in recent decades. Investigate the different strategies used to 'rebrand' these places and evaluate how successful they have been. You can also refer to your work on Newcastle Quayside and Ouseburn that you studied in Contemporary Urban Environments.

Management and manipulation of the perception of place

- Key Questions:**
1. How do your perceptions of different place compare to those of your friends and family?
 2. How and why do organisations manipulate your perceptions of place?

Perceptions of international places tend to be influenced more by the media than by experience. An example of this would be the current situation of how Britain may be being portrayed in Europe, currently after the 'Brexit' vote. Many of the people will be creating a perception of Britain bases on the media reports but have never actually visited Britain.

As well as the current perceptions, historical and political relationships can be an important factor of this in terms of the perception of international place in the world.

Organisations like the British Council aim and help to promote the UK through educational and cultural links across the world. As well as this, the monarchy (the Queen and Royal family) and the current government, will also obviously be responsible for how Britain is perceived today..

However, it is not just international icons and places that try to manage their perception on a local scale, work goes into building a brand for a place. For example, think about how your local city is portrayed, e.g. Newcastle or Durham?

Government strategies -

Marketing or public relations companies can be employed by the government to improve the perception of a place. They do this in three ways: **re-imagining**, **rebranding** and **regeneration**.

<p style="text-align: center;">Re-imagining</p> <p>Re-imagining disassociates a place from bad pre-existing images in relation to poor housing, social deprivation, high crime levels, environmental pollution and industrial dereliction. It can then attract new investment, retailing, tourists and residents.</p>	<p style="text-align: center;">Rebranding</p> <p>Rebranding is the way in which a place is re-developed and marketed so that it gains a new identity. It can then attract new investment, retailing, tourists and residents. It may involve both re-imagining and regeneration.</p>	<p style="text-align: center;">Regeneration</p> <p>Regeneration is a long-term process involving the redevelopment and the use of social, environmental and economic action to reverse urban decline and create sustainable communities.</p>
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Rebranding needs to start from the inside with residents, as they are the one that can only truly know the place. Thus, they can sell its uniqueness based on their 'insider' perspective of the place. However, sometimes an 'insiders' perception of a place can hugely vary. Hence the reason that if the rebranding of the place follows a certain direction, locals have been known to leave the area as they are not happy with the changes that have been made. Re-imagining links hugely with rebranding. However, there is one main difference being to remove or 'lose' a negative perception of a place, which most of the time is outdated.

Rebranding places (businesses) -

- Corporate bodies may want to try to rebrand a place.
- Tourist agencies want to sell a place to someone and rebranding might help with this.
- Airlines and train companies want people to use their services to get to places so they might help rebrand a place.
- The community and local groups can also help improve or manage a place to attract investment into the area to change the area by rebranding.

Representations of place and the use of quantitative and qualitative sources –

- **Quantitative** is data that can be quantified i.e. a number or value.
- **Qualitative** is non-numerical data but provides descriptive information

The key to all the sources is that they have all positives as well as negatives when it comes to portraying a place. Although, when analysing the sources, you try to aim to act like a historian, as you should critically assess the sources in terms of why it was created, who created it, when did they create it and where did they create it, coming to the main question of is the source reliable and valid.

Type	Description
Statistics	The UK census has been used to detail social economic characteristics of the population within the country for over 200 years. This is large-scale quantitative data.
Maps	Maps are used to locate places, but they can influence how we think or feel about a place, so they play an important role in our sense of place and perception of a place.
Interviews	They can generate detailed insights about a person's sense or perception of a place. They are first-hand or direct report of experiences, opinions and feelings. They can be structured or unstructured, with the latter being an everyday conversation.
Photographs	They can be selective in what they show. The reality of a photograph is often down to the differences between images in relation to whether it is the time, season and lighting. With, the increased use of technology as people are increasingly using editing software to manipulate a perception of a place.
Textual sources	Novels evoke a sense of place, a feeling or sense that the reader thinks they are 'there' in the novel. Some places have been strongly linked to authors, i.e. Shakespeare and Stratford. This is a part in a positive representation of a sense of place.
Poetry	Poetry has long been used to describe a sense of place, an emotional connection. Some poets may refer to a specific place to give a personal response to a sense of place allowing the reader to imagine the place.
Television and film	Places are a vital backdrop to most dramas. We associate certain places with different types of stories. A typical convention of a horror movie is an old derelict house. TV shows play a role in representing a place and this can be positive or negative.
Art	Art has long been used to represent places and this is most famously seen in the landscape paintings, painted 18 th /19 th centuries. Art can influence a person's overall perception or sense of place.
Graffiti	This is writing and drawing that has been put on a wall or other surfaces of a public place. These can influence a person's perception of place, through the image, their importance and representation of place.
Place and architecture	As well as planning architects have a responsibility for the planning of places. This can also be a key role in the redevelopment or rebranding of a place like modernising a place to get a greater and better success in publicity.
Digital or 'augmented' place	Digital technology is becoming increasingly popular, i.e. smart phones. These advances and increased application give a huge impact on our sense of place. Smart phones can be linked as they can share data, changing perceptions of a place. Apps, such as PokemonGo, changed the way a person viewed as experienced a place.

CASE STUDY 5 & 6 TASK: The next two pages are for you to create your own case study for a local and faraway place. It is suggested that you research and create a case study profile for Durham and Brick Lane as there is lots for you to research. You need to make sure that you research facts, figures and information for each box. You will also be given a range sources for each area to analyse.

*People's lived experience of the place in the past and at present **at either** changing demographic and cultural characteristics **or** economic change and social inequalities.*

CASE STUDY 5 – Durham

ECONOMIC DEVELOPMENT

CULTURAL BACKGROUND

POPULATION DENSITY

SYSTEMS OF POLITICAL AND ECONOMIC ORGANISATION

CASE STUDY 6 – Brick Lane:

ECONOMIC DEVELOPMENT

CULTURAL BACKGROUND

POPULATION DENSITY

SYSTEMS OF POLITICAL AND ECONOMIC ORGANISATION