

# Rebranding Porthcawl – Controlled Assessment Activity

## 1 What are your first thoughts? 10 mins

From the photo, what are your first thoughts about Porthcawl as a seaside resort? Give evidence from the photo in your answer.

## 2 What is at Porthcawl? 20 mins

- Complete the outline map of Porthcawl to show the main types of land use.
- In addition, mark on any features that show evidence of tourism.

## 3 What is the issue? 15 mins

- Read the comments and look at the photos.
- Identify three features you would want to change to improve the appearance and facilities of Porthcawl for visitors.
- Explain why each of these features might cause problems.

## 4 What are some solutions? 20 mins

- Look at the list of things that some seaside resorts provide to attract more visitors. In your group, choose no more than four ideas from this list that would go together to improve Porthcawl and change its image.
- Then on your own, choose one and draw a mind map with notes to give reasons why it would be a good idea for Porthcawl.

## 5 What information do you need? 10 mins

- For the new facility you have chosen, write down three pieces of information you might need so you can work out exactly where to build it.
- For each piece of information, explain how it will help you to make your decision.

## 6 Field visit 20 mins

For the information you need, work out how you might collect it.

- Prepare any survey sheets or base maps you might use to record the information.
- Then collect the information during the visit.

## Field visit research – the pupils spent about 2 hours collecting data in Porthcawl

## 7 Where can you build? 20 mins

- After the field visit, choose one of the new facilities you have thought about.
- Draw a map to show the best place to build it.
- Add notes to the map to explain why it is a good place to build it.

## 8 What would be the effects? 10 mins

How would your plan change the appearance and image of Porthcawl?

## 9 Will your plan be successful? 5 mins

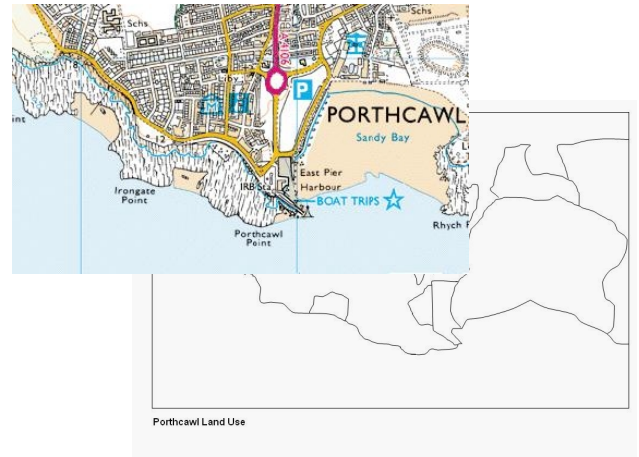
If your plan was built in the next year, what effect do you think it would have on tourism in Porthcawl in five year's time? Give reasons for your answer.

## Sample stimulus material and resources used

1 Photo



2 OS map, vertical air photo, outline



3 Photos and text



### Sample item

#### Jim Carnes from Minnesota USA

I had never heard of Wales, let alone Porthcawl, until I read about the town's Elvis Festival on a US website. I loved Porthcawl and found its people extremely welcoming and keen to please. The Elvis tribute artists were very professional and the shows in the Grand Pavilion were as good as anything I've seen in Vegas.

#### Ter from Caerphilly

I used to own a caravan on Sandy Bay for 13 years - until the Council closed the park down, I had 13 fantastic years there. It is sad that the site is now derelict, and also sad that there are plans to close Coney Beach Funfair.

4 List

#### Ideas for Improving Porthcawl

1. Conference centre
2. Marina
3. Water sports complex
4. Camping/caravan site
5. Holiday village
6. Theatre/cinema
7. Fun fair
8. Amusement arcades
9. Traffic management along the sea front
10. Local history museum or art gallery
11. Sea life museum
12. Illuminations along the sea front
13. New car park

5-9

#### No additional resources needed