Changing Place; Changing Places

These articles have been written by members of the GA’s Post-16 and HE Phase Committee and published in their annual ‘Geography Matters’ newsletter. These articles have been selected to support teachers when planning for the 2016 A-level.

A full set of ‘Geography Matters’ can be downloaded from www.geography.org.uk/cpdevents/curriculum/geographymatters

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Urban places in the making

Emma Rawlings Smith
University of Leicester

What suburbia cries for are the means for people to gather easily, inexpensively, regularly, and pleasurably — a ‘place on the corner,’ real life alternatives to television, easy escapes from the cabin fever of marriage and family life that do not necessitate getting into an automobile.

Ray Oldenburg (1999, 1)

With the introduction of Place as a core theme in the new A Level Specifications for first teaching in September 2016, now is the time to begin exploring some of the big geographical ideas related to the concept of place. This article explores the process of placemaking and how, in a world where cities worldwide compete with each other for flows of capital and people, the way people experience cities is now more important than ever.

Placemaking is the process of developing and nurturing a relationship between people and their environment. Today, there are a wide array of placemaking projects that occur at a range of scales from ‘bottom up’ community schemes such as growing free food in ‘Incredible Edible’ Todmorden to top down intergovernmental place-led governance such as the United Nation’s sustainable development programme called UN-Habitat.

Ideally, placemaking should be an inclusive community-based process that builds sustainable, resilient places and strong relationships between people and place. This people-place relationship or rootedness is known as sense of place and is a particularly useful concept for human geographers as well as urban planners to understand. A strong sense of place is important not only for our own health and well-being, but also for the physical and economic health of our cities.

Placemaking is much more than urban design; it requires the development of quality physical space, incorporating sensory experiences and community activities to build and nurture communities, everything that was seemingly missing from American suburbs in the 1990s according to Ray Oldenburg in the opening quote. Placemaking strategies have been used in the cities of Odense, Detroit and Melbourne to help these urban areas in industrial decline develop into sustainable post-industrial cities.

Sustainable transport
In Odense, Denmark’s third largest and most liveable city, roads are now reserved for bikes and pedestrians rather than cars in an ambitious £3 billion transformation. By putting bikes and people at the heart of its transport infrastructure, the city is attempting to revive itself as an efficient, connected, lively, and more importantly, desirable place to live and invest. Odense boasts almost 350 miles of bike lanes, 123 cyclist-only bridges, 120 parks and a new motto At læger er at leve which means ‘to play is to live’. Today, 81 per cent of
children ride to school and half of all city centre trips are made by bike (Figure 1). Compare this to the daily grind of commuting by train, tube and bus in London and you quickly see the health and social benefits of life on two wheels.

Figure 1  Bikes are part of the everyday fabric of Odense, Ekvido/Flickr Creative Commons

Street life
Since Sydney’s Green Olympic Games in 2000, Australia has continued to use environmentally responsible concepts and resource efficient building designs. In Melbourne, the Council House 2 (CH2) is a green-build municipal office building that uses ‘biomimicry’ technologies to save energy and water. This has earned CH2 the highest six-star Green Star sustainable rating. At ground level, the building is connected to the surrounding neighbourhood to make it an integral part of the community (Figure 2). It also has shade structures, trees and other amenities to create a comfortable place, encourage street life and enrich the urban fabric of the city. CH2 is a popular place for people to hang out because there are things to do and places to gather.

Figure 2  Street life in Melbourne, Rory Hyde/Flickr Creative Commons

Public space
Public places, which are not our homes nor our work places, are what Ray Oldenburg calls ‘third places’ (1999). It has been widely recognized that Detroit’s inner city lacks these third places where people can gather or lively shopping streets where street life binds residents together. The $20 million place-led redevelopment of Campus Martius Park anchored the resilience of Downtown Detroit, Michigan which was affected by the near-collapse of the American car industry and global financial crisis. Thousands of suburban workers and corporations were relocated downtown along with a multi-use 24-hour urban park. Downtown Detroit has been transformed; it is now livelier and more liveable. The success of this project has been felt across the city. Other Lighter, Quicker, Cheaper (LQC) improvements in Detroit include updating and relocating food markets as public spaces for commerce and the promotion of healthy food and lifestyles.

Placemaking is more successful when the creation of ‘place capital’ (the shared wealth of the public realm) is located at the heart of policy and planning (Figure 3), when space is used creatively and when everyone from architects to the local people are involved in the process.
How do we measure the quality of a place?
There are a number of different ways to quantify and measure the impact of placemaking. A city’s changing economy is one way to measure the health of a place, but statistics can disguise huge socio-economic inequalities. Another more equitable measure is quality of life. The Economist, Monocle magazine, and HR consultancy Mercer, all use Quality of Life surveys to compare cities. Each year Mercer ranks 230 cities for their global Quality of Living Survey using 39 different factors in ten categories:

- Political and social environment (political stability, crime, law enforcement, etc.).
- Economic environment (currency exchange regulations, banking services).
- Socio-cultural environment (media availability and censorship, limitations on personal freedom).
- Medical and health considerations (medical supplies and services, infectious diseases, sewage, waste disposal, air pollution, etc.).
- Schools and education (standards and availability of international schools).
- Public services and transportation (electricity, water, public transportation, traffic congestion, etc.).
- Recreation (restaurants, theatres, cinemas, sports and leisure, etc.).
- Consumer goods (availability of food/daily consumption items, cars, etc.).
- Housing (rental housing, household appliances, furniture, maintenance services).
- Natural environment (climate, record of natural disasters).

The results of the global Quality of Living Survey help multinational organizations compensate employees when they move from one place to another. According to Mercer, Vienna in Austria was the most liveable city in 2015 and Baghdad, Iraq the worst (Figure 4) for the five most and least liveable cities.

According to the Mercer Quality of Living ranking, Vienna in Austria is the world’s most liveable city for the sixth time in a row. Vienna is a lively city famous for its espresso coffee, palaces, flee market and a diverse range of clubs, bars and nightlife. Vienna is a liberal and open-minded city, where over 150 000
university students study for a world-class education. It also has a museum quarter where creative industries thrive, with plenty of open public spaces for people to enjoy, surrounded by some of world’s finest Baroque architecture. World-class composers including Mozart, Beethoven and Strauss all lived in the city. In 1996, Vienna was recognised by UNESCO as a World Heritage Site. Vienna is a city steeped in history, rich in culture, with a strong sense of place.

It may come as no surprise that Baghdad, Iraq is the world’s least liveable city. Baghdad is one of the oldest cities of the Arab world, with a population of 5.6 million. Corruption, political instability, wars with Iran, Kuwait, the USA and its allies, plus high crime rates and civil unrest, have all pushed Baghdad to the bottom of the liveable city rankings. Long-lasting conflict has not just caused disruption in its own right, but has limited economic opportunities and reduced the quality of services such as housing, hospitals, schools, and undermined the availability of goods, services and recreational activities. It has also meant underinvestment in Baghdad’s urban infrastructure - water supply, sewage treatment and electricity generation. With the country’s oil revenues approaching $100 billion annually, there is perhaps some hope that the quality of life for those in Baghdad will improve.

**Placemaking** may be a process associated more closely with urban planners than geographers. However, as cities worldwide continue to grow, with 6.3 billion people predicted to live in urban areas by 2050 (UN, 2014) there are huge opportunities for geographers to measure and evaluate quality of life and people-place relationships within and between cities; to better understand how people interact with places today and consider how this interaction may change in the future.

<table>
<thead>
<tr>
<th>Top Five</th>
<th>City</th>
<th>Five Worst</th>
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<tr>
<td>2</td>
<td>Zurich, Switzerland</td>
<td>229</td>
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<td>3</td>
<td>Auckland, New Zealand</td>
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<td>4</td>
<td>Munich, Germany</td>
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<td>5</td>
<td>Vancouver, Canada</td>
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</tr>
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</table>

Figure 4 The most and least liveable cities (Mercer, 2015)

References
**The Black Portraits** - Making Geographical Connections through Political Communication

By Sam Neede, Northumbria University
Paul Piercy, The Black Portraits
Richard Kotter, Northumbria University

David Smith (2000) has taught us that there is a close and complicated interface between geography (as a discipline and a practice), ethics and morality (Lee and Smith, 2004), urging us to consider questions that have haunted the past, are subjects of controversy in the present, and affect the future. Just one of those questions is, does distance diminish responsibility? We are familiar now to thinking about public places (including museums) as sites of political communication (Hyden and Sheeckels, 2016), about absence and presence, framing, positioning, and the creation of meaning.

Here we report on the interface between political geography and political communication through art, in particular one project and resource hub, *The Black Portraits*. This exhibition of over twenty portraits, with a web presence and an educational strategy, has two drivers: Aesthetics and Information. The aim is to reach and appeal to a wide audience, to inform and inspire; to improve awareness of governments' denial of human needs; to bear witness through research and story-telling and to be a common platform for human needs champions. Public awareness of the champions’ plight and their country’s governance will be raised through exhibitions, through print, broadcast, internet exposure and learning programmes. Paintings of the champions in black impasto oil paint is for aesthetic impact and to make their absences the more conspicuous.

*The Black Portraits* exhibition is a significant step in the relationship between art and geography, and how the two disciplines can co-operate to connect to wider global audiences and spread important messages. It lends itself to sparking geographical educational journeys of further enquiry to address key aspects of the new Geography A-level curriculum concerning Human Rights and Global Governance alike.

Paul Piercy was originally a portrait artist who was captivated by the face of imprisoned Nobel peace prize winner Liu Xiaobo after seeing footage of him on television in October 2010. The Nobel committee of Oslo, Norway, recognised ‘his long and non-violent struggle for fundamental human rights in China’¹. Liu was, and still is, incarcerated in Jinzhou prison, thus unable to travel for the ceremony. Ultimately, the frustrations of not being able to paint Liu’s face in the flesh inspired Paul to research into the story behind the man and to capture those details within a painting, paying close attention to political and geographical context to highlight the government’s human rights / needs abuses. The official charge against Liu Xiaobo being ‘spreading a message to subvert the country and authority’. This first remote and physically censored encounter developed the name of the project, ‘The Black Portraits’, as well as the style for all of the current paintings. Textured black paint is used to symbolise the

absence and anonymity of imprisoned or deceased human rights champions, contrasted against bright and bold symbolic details that unite an emotional subject with the intellectual message behind each individual story. Art is the permanent stage to preserve the tragedy of these stories but this also journalism. The paintings are accessible to all, though might be read somewhat differently by different audiences and individuals. They reach out to us as individual people and as (active or at least in solidarity with those) defenders of human rights or fundamental needs (including freedom of expression and association, education, health, amongst others; as codified in the Universal Declaration of Human Rights).

The human needs champions in this project were or are either in prison or have died because each in their own way has been brave enough to question their government or has been denied freedom of speech. They have put their head above the parapet in their quest for a better quality of governance for their fellow citizens.

As circumstances change and some individuals may leave prison eventually, with domestic and international lobbying, campaigning and activism, Paul takes the opportunity to contact them and tries to meet them to draw their actual portrait from life, removing the symbolic anonymity that the black paint has represented. It is felt that this will bring both a sense of hope and with the released a moment of solidarity with those still incarcerated. There have been connections woven between some of the places and associates of the protagonists of the paintings through interactions with them. This highlights the project’s personal touch beyond that of digital communication and internet research, towards its geographical context and connections with face to face meetings with different individuals – who may be in exile and may have asylum granted - in different cultural settings. The first life portrait was Doctor Binayek Sen from the state of Chhattisgarh in India; Paul flew to India to stay with Sen’s family. Others include Lapiro de Mbanga of Cameroon (painted in the USA), and the Bahraini blogger Ali Abdulemam (sentenced to 15 years in prison before he escaped to the UK in 2013, where he was granted political asylum), and Guillermo Farinas of Cuba.

Connections are continuously being formed as the project has evolved. The paintings have gained global recognition across many digital platforms, highlighting the power of the internet. None more so than the close connection with Belarus based pro-human rights news site Charter 97. Activist and founder of the site Aleg Bebebin is the focus of one of the paintings in the project; he is considered a symbol of the Belarusian people’s fight for freedom. Now deceased, his close friend and 2010 presidential candidate Andrei Sannikov, who was also imprisoned but eventually released and pardoned in 2012 (and has just released his book “My Story. Belarusian Amerikanka or Elections Under Dictatorship” in Warsaw), has had his portrait painted after receiving political asylum to the UK in 2012 (and is coming to Newcastle).

The latest edition to the exhibition characterises Bekele Gerba and the Oromo people of Ethiopia. The Oromo people are the largest ethnicity group in the country, some 40 million faces that are universally unknown by the consciousness of the planet. In England, where the
paintings are currently exhibited at Newcastle upon Tyne’s Discovery Museum (a “social justice museum”), individuals and communities have been enthusiastic about the knowledge that those issues and their countries are gaining global exposure, with the plight of individuals battling injustice being acknowledged across the world. This has been achieved through a comprehensive events schedule with talks and films, guided tours /Q&As in front of the paintings, with local people (including MPs and MEPs, Lord Mayors and Councillors) and representatives from other countries.

The project has been influential in involving local schools through the education programme of workshops linking local history and social politics to The Black Portraits. Working alongside other active local and regional groups sharing an interest in human rights, such as Journey to Justice, A Living Tradition and Amnesty International, has boosted the awareness of the exhibition.

The impact that The Black Portraits has had already, and will continue to have, is testament to its ability to create geographical connections and educate people about the most important daily struggles for human needs worldwide which haven’t had the exposure they not only deserve but need. The reality is that not all human rights issues or artistic potential have been covered or discovered, but there is no doubt that what it has achieved is to unite people of every culture and background through the events, education programmes and widespread media coverage that it has received. This awareness will only help inspire positive action and continue the global fight for human rights.

There are plans to show the exhibition in other cities across England, and in Europe, and the project is seeking venues and funding to facilitate this.

References

Other resources
http://theblackportraits.org/the-project/4553307815
https://discoverymuseum.org.uk/whats-on/the-black-portraits
https://discoverymuseum.org.uk/whats-on/the-black-portraits-the-portrait-process
https://www.facebook.com/pages/The-Black-Portraits/135889366512074
http://www.alivingtradition.org/articles.html
http://www.chroniclelive.co.uk/whats-on/arts-culture-news/tale-times-newcastle-artist-guitar-10807532
http://www.chroniclelive.co.uk/whats-on/arts-culture-news/human-rights-champions-spotlight-newcastle-10788315
Inequalities in Health Care Provision

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These two case studies support the article on Inequalities in Health Care Provision in the April 2014 issue of Teaching Geography, which focuses on how studying health care systems can introduce students to the issues of inequality.

Voluntary Health Insurance: The USA
The USA has a predominantly private health care system, based on free market principles, which is in contrast to the national health care systems of Britain and France. The majority of individuals (around 63% in 2004) are covered for medical services through independent medical insurance plans which are often paid for by employers as part of an employees total remuneration package. The value of health insurance coverage through an employer for a family of four is about $10,000 per year (equivalent to the minimum wage in the US, or half the salary of an average Wal-Mart employee). Insurance is provided by third party profit-making organisations that factor increased costs into the American health care system. These health insurance companies are in a very powerful position and have so far resisted any changes to the US health care system with intense lobbying of the Clinton Administration. It will be interesting to see how they react to changes proposed by Barak Obama.

Despite offering a supposed free market system in which an individual can choose the provider of their health care, a system of Managed Care Organisations (MCOs) has developed in the US as a way of providing health care. An MCO manages health provision for a number of insured patients and individuals will normally use the physician or specialists to which the plan gives them access. Insurance companies and MCOs are often selective over which individuals they will accept and the types of medical services that are covered. A system called Medicare exists for Americans over the age of 65 and provides insurance paid for by the state. In 2004 it provided cover for 39.7 million people. Individuals still have some level of choice of health service provision. This therefore ensures that elderly Americans have access to health care irrespective of income.

The problem with the American model is the 45.7 million people (15.3% of the population) who are without health insurance. A state ‘safety net’ Medicaid provides basic health insurance for about 31 million Americans, which still leaves around 14 million http://www.medicaid.gov/ Americans with no access to health care. Those without any form of insurance have the choice of paying the full cost of treatment (which is often prohibitive), forced to ‘beg’ for health care from charity hospitals, or to go without.

President Obama came to power in the US in January 2009 promising change for the American people. One of his key domestic pledges was to reform the US health care system to provide some form of universal health coverage for all, as well as improving the quality of health care and lowering the costs.
Compulsory Health Insurance: France

In 2000, the World Health Organisation said that France provided the best overall health care in the world. France operates a health care system that is mainly funded by the government but provided through a number of social insurance schemes which provide cover for almost all of the population. In 2004, over 80% of the population were covered by the dominant state regulated insurer. Individuals must pay a compulsory health insurance of 0.75% of earnings which is deducted from their salary. The employer then makes a contribution of 12.8%. About 85% of the population also pay a voluntary premium of 2.5% of their income on top of this, to ensure that health costs are fully reimbursed. Recent health reforms have introduced a system of universal health coverage (couverturemaladieuniverselle, CMU) and those earning less than €6,600 do not make health insurance payments and are covered by the state.

Medical services are provided by generalist physicians and there are no restrictions on where doctors may set up their practices. Individuals have the choice of using more than one general physician. Access to hospitals and specialist services does not depend on referral by a general physician. Indeed some specialist services (such as gynaecology) often have community based specialist units.
Globalisation of Health: is the world feeling better?

By Gill Miller, University of Chester

Globalisation connects people, places, industries and services, and health is no exception. There are several contexts in which health is inter-connected around the globe from diseases and drugs, institutions and organisations, to health professionals and tourists. We sometimes take time to reflect on the merits or otherwise of globalisation, and this article is no exception. Is the globalisation of health good news?

Disease goes global

Diseases have always been capable of spreading around the world, but their impact was more limited in the days of slower travel, which gave viruses time to die out before people reached their destination. An early major pandemic was Spanish Flu in 1918 – 19, transmitted by soldiers sailing home after World War 1, carrying flu on ships and spreading it in each port of call. During 2009, the Swine flu pandemic spread the HINI virus much more rapidly from Mexico to locations as far apart as Japan, Australia, Chile and the UK. Air travel enabled the virus to be carried to different continents while travellers were still infectious.

If you would like to track diseases globally and locally go to http://healthmap.org

HIV/AIDS has become a classic example of the globalisation of disease. Emerging from Africa in the 1960s, it spread easily and rapidly by people travelling to North and South America, Europe, Asia and Australia. A lack of understanding of the disease and any preventive actions has also emphasised the importance of raising awareness of HIV in all communities across the world.

Figure 1: The spread of HIV across Africa between 1988 and 2003

The Western world must take some responsibility for the global spread of some non-communicable diseases. As societies in the developing world aspire to become more „western”, their diets are changing to include more protein and more processed foods. Consequently the West is „exporting” diseases such as obesity and diabetes. While it is certainly true that there are benefits for many people in the developing world in having access to a more balanced and varied diet, the risks of “over-nutrition” are also increasingly evident, especially as urban areas expand and fewer households produce their own food.

Global health players

Individual nations, such as the UK, monitor the global disease scene carefully to ensure that they can protect their populations from „unwanted imports” of newly emerging diseases which can be drug-resistant. Infectious diseases may be seen as a national security threat and governments seek to collaborate internationally to protect themselves nationally.

There are many international institutions and organisations concerned with health issues and this makes the global health landscape very complex (Figure 2). There are 40 bilateral donors, 26 UN agencies, 20 global regional funds, and 90 health initiatives.
There are also major NGOs which focus on health such as Medicine Sans Frontières, OXFAM, Save the Children, Care International and CAFOD.

Figure 2 The complexity of the global health providers.

Global Health Watch 2 2008 p 212

World Health Organisation (WHO)
The WHO was founded in 1948 as part of the United Nations ‘family’ of global organisations. Its mandate is the “Attainment by all peoples of the highest possible level of health, defined as a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity,” WHO 1948.
The aim of the WHO is to support the health needs of all 192 member states which fund the organisation. It takes the lead in coordinating and directing global health targets. WHO has been criticised for trying to do too much with too few financial resources. Neither the “3 by 5” programme for HIV, nor the Global Plan to Stop TB was achieved because of funding shortfalls.

One problem in a large organisation is getting agreement on how the money is spent. There is a lack of consensus on how global health improvements should be prioritised. In the WHO, the largest donors have the most influence on spending. Some member states, such as the US, pay only a proportion of their contributions directly to the WHO, preferring instead to finance special programmes in which they have a particular interest.
As with many international /UN organisations, politics interferes with decision-making. The WHO has been criticised for its partnerships with global pharmaceutical firms because it is supposed to be independent. Some countries want the WHO to have a stronger focus on poverty reduction to improve health.

The World Bank

The World Bank has many aid programmes which address poverty reduction and include support to build national health systems. Health initiatives in the developing world are often part of these programmes. The bank spent US$14 billion in 2005 on health initiatives, compared to the WHO spending of US$4.2 billion (2008).

Bill and Melinda Gates Foundation

The largest and most influential charity in the world, the Gates Foundation spent over US$3 billion in 2008. This dwarfs other foundations such as Wellcome Trust, Rockefeller and Ford Foundations (Figure 3).
The Gates Foundation spends most of its money on research in the areas of malaria, HIV/AIDS, immunisation, reproductive health and other infectious diseases. The sums of money are huge but there are reservations within the health community. While no one doubts the benefits of the health aid investments made, it is the Gates family themselves who decide what health needs to focus on, rather than national governments or the WHO. Decisions are not transparent or accountable to anyone. This potentially undermines the choices of Ministers of Health in developing countries around the world. Gates has certainly raised the profile of health and the health needs of the poor and it has galvanised action in several areas, but perhaps the Gates Foundation is too powerful and influential.

**Global Health Initiatives**

A further group of global health players are the global initiatives. These are funded in various ways by governments (e.g. DFID), foundations (e.g. Gates, Rockefeller Foundations), pharmaceutical companies (e.g. Pfizer, Roche), World Bank and the WHO. These initiatives have been established to coordinate efforts around one single health issues and involve huge sums of investment.

<table>
<thead>
<tr>
<th>Global Health Initiatives</th>
<th>Major partners</th>
<th>Main funders</th>
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<tbody>
<tr>
<td>Global Fund to fight Aids, TB and malaria (GFATM)</td>
<td>UNAIDS, WHO, World Bank, Stop TB, Roll Back malaria, bilateral donors, Gates, CSOs, recipient governments</td>
<td>Gates, ODA</td>
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<tr>
<td>Roll Back Malaria</td>
<td>UNICEF, UNDP, WHO, World Bank, ExxonMobile, GlaxoSmithKline, Novartis, BASF, Gates.</td>
<td>World Bank, GFATM, ODA</td>
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<tr>
<td>Stop TB</td>
<td>WHO + several hundred universities, pharma, biotech &amp; vaccine companies, foundations, governments.</td>
<td>WHO, ODA</td>
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<td>International Aids Vaccine Initiative</td>
<td>Over 20 from different sectors</td>
<td>Gates, World Bank, Rockefeller, corporate donors</td>
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<td>Medicines for Malaria Venture</td>
<td>Several including Gates, Africa Matters Ltd, GlaxoWellcome, Clinical Trials Partnership, Oswaldo Cruz Foundation, Tsukuba Research Institute</td>
<td>Gate, Rockefeller, ODA, pharmaceutical corporations, Wellcome Trust.</td>
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Source: Global Health Watch 2, 2008 p214

CSO Civil society organisations

ODA Overseas development assistance

Figure 4 illustrates some of the initiatives and the complicated net of partners and funding. These initiatives are also criticised for lack of coordination, duplication and fragmentation of activities. Where do national governments stand in relation to these global agencies? What contribution do health ministries make to their national health agendas? Development aid for health is on offer, but for specific purposes. How can national health systems be strengthened and supported if aid is restricted to particular health agendas?

**Pharmaceutical companies**

Pharmaceutical companies are at the core of advances in global health. They research and sell generic and branded medicines and have a reputation for making healthy profits from high drug prices (Figure 5). They
have been criticised for their concentration on western health needs over those in the developing world, where sales are much less profitable. There are debates about the research costs of new drugs and their eventual costs on the global market. Some developing countries, such as Brazil and South Africa, have negotiated generic drug deals for HIV/AIDS patients. This has had a major impact by making antiretrovirals affordable for all patients who need them.

Figure 5: The 12 largest pharmaceutical companies 2010

<table>
<thead>
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<th>Rank</th>
<th>Company</th>
<th>Country</th>
<th>Total revenue US$</th>
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<tbody>
<tr>
<td>1</td>
<td>Johnson &amp; Johnson</td>
<td>United States</td>
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<td>Pfizer</td>
<td>United States</td>
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<td>Switzerland</td>
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Source: Annual reports 2010-2011

Global Health Medical Tourism

There are economic opportunities to be developed in medical tourism (Figure 6). Governments from Poland to Budapest to Brazil and Thailand hope to benefit from foreign exchange by actively promoting health tourism. In Malaysia, many private clinics are well-equipped with highly trained, specialist medical staff. They offer cosmetic surgery, dental implants, eye surgery, transplants and cardio-vascular surgery for a fraction of the cost in the Europe or the US. India is also encouraging its diaspora to return to India for a similar range of small scale as well as sophisticated surgery.

Figure 6: Global health tourism.

The dark side of medical tourism is illegal and dangerous, a growing, unregulated trade in organ trafficking. Poor and vulnerable people are persuaded to sell body parts such as kidneys as a desperate measure to reduce their household poverty.

Global Health Workers

The National Health Service in the UK has a large workforce from overseas including 277,000 doctors from India, Pakistan, and South Africa, as well as Australia. These professionals are welcome in the UK to meet national health service needs, and they often send remittances back to families. The disadvantage is that their home countries have lost key personnel and skills which are needed for their own populations. This leaves a country continually struggling to provide the health services which it needs in order to develop. In Ghana, 50% of trained nurses have left the country within ten years, to work mainly in Canada, US or UK.

The global economy hosts many thousands of international companies. Private health firms are no exception and many operate in several countries. The role of foreign firms in providing health care may be controversial at times.

NHS row: should foreign companies be allowed to run hospitals?
BUPA (British United Providence Association) has ten million members in 195 countries, plus 23.2 million served by its partner organisation, Health Dialog in the US. BUPA has acquired private health clinics in Australia, New Zealand, Ireland and the Middle East as well as building up a clientele in China.

**Conclusion**
There are many aspects to the global health debate. The huge sums of investment enable new technologies and drugs to be developed. Global organisations have the money and finance to make a significant impact on specific diseases, which helps millions of the poorest and most vulnerable people.

As the world gets smaller, diseases travel faster. People move to countries where they can use their medical skills in well-equipped surroundings and earn more money. Tourists can travel easily to address their health problems and overseas medical investment can provide local employment opportunities.

Does global health need to be controlled? What role should governments have in setting their own national health agendas? Is it best to focus on single issue health problems or would money be better invested in improving integrated primary health systems in the developing world?

Does the globalisation of health make the world feel better?
Sustainable urban living in the Middle East

By Emma Rawlings Smith CGeog, British School - Al Khubairat, Abu Dhabi

Each week the number of people living in cities grows by nearly a million. Half of all global citizens now live in urban areas. This passage from a predominantly rural to a predominantly urban society is known as the urban transition. The UN reports that population growth is expected to peak at 9.1 billion in 2050, with five billion people likely to be living in cities. In Africa and Asia this amounts to a doubling of the urban population between 2000 and 2030, by which time towns and cities in developing countries will make up 80% of urbanites, many of whom will be poor. The rapidity of this change means the need for sustainable development has never been greater.

Figure 1. A view of the central business district of Abu Dhabi from the breakwater (ES Smith)

Urban areas have a much larger ecological footprint than rural areas. Cities are a drain on resources, the built landscape unable to supply basic needs of the residence including food, energy, water and sanitation. As many of the global megacities with populations greater than 10 million are already overpopulated, much future growth will occur in smaller metropolitan areas. We might ask how sustainable city design can become a reality?

Abu Dhabi
Abu Dhabi is capital of the largest of the seven emirates that make up the United Arab Emirates (UAE) and is the administrative centre of the emirates with the same name. It is situated on the eastern side of the Arabian Peninsula, located on a low-lying T-shaped island which juts into the Arabian Gulf (see Figure 1). Rapid growth has seen the population increase from 250 000 in 1980 to a current population of 930 000. The city was planned and designed in the 1970s, but was never envisaged to have more than 600 000 residents. The UAE has the highest ecological footprint in the world at 9.5 global hectares, water usage has reached 590 litres per capita per day and carbon emissions in the emirate are fourth highest in the world at 25.1 tonnes per capita per year.

Abu Dhabi is home to 8% of proven crude oil reserves, with enough petroleum at current production levels to last 100 years. Oil exports began in 1962 from the off-shore Das island reserve and have been the mainstay of the economy ever since. The emirate is transforming and diversifying its economy away from one based on hydrocarbons. It is planned that by 2020 7% of the energy mix will be from renewable sources.
Sustainable futures: the Masdar Initiative
Abu Dhabi illustrates many of the challenges faced by rapidly expanding modern cities. Recent urban developments are an outcome of the visionary Plan Abu Dhabi 2030, a complete development of the city’s islands, coastline and “off-island” mainland. Under the Urban Structure Framework Plan the key directions include; Sustainability, Environment, Culture and Connectivity.

The Abu Dhabi Future Energy Company (ADFEc) better known as the Masdar Initiative has rapidly stimulated investment, research and development in the renewable energy sector. Established in 2006, Masdar has built upon the environmental legacy of the UAE’s Founding Father Sheikh Zayed Bin Sultan Al Nahyan. Through five integrated units Masdar aims to be the world’s benchmark for sustainable development.

1. Masdar City
Once completed in 2016 the 7 sq km Masdar City will house 40 000 residence and 1 500 businesses working in the clean technology field. As Abu Dhabi diversifies its energy sector, it is hoped that the zero-carbon zero-waste project will create 70 000 new jobs and increase the emirate’s GDP by more than 2% a year. Embedded carbon values from construction will be similar to any other city development, however on completion carbon emissions are to fall to zero. The high-density US$22 billion walled city will be car free, with no-one living more than 200 metres from the personal rapid transit system (PRT). The PRT using driverless electric vehicles with embedded magnets and onboard sensors to aid travel around the city. Buildings are closely packed to throw shadows on the streets and a wind tower or barajeel has been designed to encourage cooling air flow.

2. Masdar Institute
At the heart of the city and the first buildings to be constructed is the Masdar Institute of Science and Technology, the world’s first graduate level institution created in collaboration with Massachusetts Institute of Technology (MIT). It seems according to HE Ban Ki Moon UN Secretary General, speaking at the 4th World Future Energy Summit (WFES) 2011 that the Institute will succeed in its two missions; to be both a world-class graduate-level institution and to position Abu Dhabi as a knowledge hub and engine for socio-economic growth.

3. Masdar Power
The 10 Mega Watt Solar Photovoltaic farm already in place at Masdar produces 17 500 MWh of clean energy annually, reducing carbon emissions by 15 000 tonnes. A second scheme the 100MW Shams 1 concentrated solar power (CSP) plant is to be the largest CSP plant in the world, saving a more substantial 175 000 tonnes of CO2. CSP are systems that use lenses or mirrors to concentrate sunlight onto oil pipes which produce steam and drive a turbine creating electricity. Masdar does not operate only in Abu Dhabi, international projects include the 1 000 MW London Array off-shore wind farm and an on-shore wind farm providing 25% of the Seychelles’ energy needs.

In an address during the Opening Ceremony of WFES 2011 with 26 000 attendees, HE Ban Ki Moon, UN Secretary General, said, “Abu Dhabi is becoming justifiably renowned as a hub of progress. You have brought remarkable wealth from the desert sands, and used it to create a vibrant modern nation. And your Masdar Initiative speaks of something more - a vision to build on and go beyond the age of fossil fuels to a new sustainable future. The decisions we make today on energy will have far-reaching consequences.”
4. **Masdar Capital**
Masdar Capital was set up in 2006 in order to manage the Masdar Clean Tech investment funds. Masdar Clean Tech Fund 1 and 2 have total investments of US$ 515 million. Funds will be used for investments in pioneering cleantech and renewable technologies.

5. **Masdar Carbon**
When the UAE ratified the Kyoto Protocol in 2005 as a non-Annex 1 country, it had no obligation just the desire to reduce carbon emissions. Masdar Carbon in conjunction with the German energy company E.ON is currently developing one of the world’s largest carbon capture and storage (CCS) projects, recognised under the UN Clean Development Mechanism of the Kyoto Protocol. From 2013, 5 million tonnes of carbon will be captured per year from the power plants and heavy industries of Abu Dhabi. The current practice of injecting imported natural gas into oil reservoirs to enhanced fuel recovery will cease. Switching to CO2 oil recovery would lessen Abu Dhabi’s gas import bill whilst maintaining oil production levels. According to the Intergovernmental Panel on Climate Change CCS technology has the potential to reduce carbon emissions by up to 90%.

**Think big...Act local**
Big flagship environmental projects such as Masdar are of course not the only way to improve energy efficiency and reduce resource consumption in cities. The Masdar initiative will allow the development of a valuable knowledge hub and will hopefully act as a catalyst towards a more sustainable future in the Middle East.

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The World Future Energy Summit
website
Is the world really in the grip of a food crisis?

By Gill Miller, University of Chester

The newspaper headlines pronounce a food crisis. Are we really running out of food? Are rising food prices a response to food shortages? Or is this simply symptomatic of other ills and problems which challenge global society? Food supply – and the concept of global food security – is a major theme in the AQA AS, WJEC A2 and CIE Pre-U specifications. This paper will attempt to unravel some conflicting messages, and then raise two further issues: who is affected by a food crisis? and why does it matter?

The Global Feast

First the good news: population growth is slowing down (see Figure 1) so the global demand for food should be reduced. All the signs are that in future there are also likely to be fewer hungry people. The World Food Programme estimated that in 2008 there were 777 million hungry people, and that by 2030 this will be reduced to 440 million, a reduction of 50% in just over 20 years. This could be regarded as a success were it not for the fact that the world will miss the target set at the 1996 World Food Summit to reduce the number of hungry to 440 million by 2015. Nevertheless, some countries are well on their way to meeting Millennium Goal 1: to halve the number of poor and malnourished people.

Figure 1: The rate of population growth has slowed from its peak in the 1960s.
Source: http://www.census.gov/ipc/www/idb/worldgrgraph.html
So it does seem to be true: the world is better fed. But what is the evidence for this assertion? In the West we have access to a greater variety of food, we have more choice and our food is still relatively cheap. Global per capita calorie consumption has increased from 2,360 kilocalories in 1960 to 2800 kilocalories in 2007 and is estimated to reach 3,050 kilocalories in 2030 (FAO 2008). Figure 2 shows how calorie consumption has improved in different regions. These increases have been felt particularly in less developed economies and have been achieved through increased consumption of meat, milk and dairy products. As incomes rise for the middle class populations, in urban areas and in particular in India and China, people are changing to western-style diets. There have been huge increases in the numbers of livestock; between 1992 and 2007 there was a 50% increase in meat production and a 7% increase in poultry.

Table 1: The growing consumption of food in developing countries

<table>
<thead>
<tr>
<th>Year</th>
<th>Meat consumption in LDCs</th>
<th>Milk and Dairy consumption in LDCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1964 - 66</td>
<td>10 kg / person</td>
<td>28kg / person</td>
</tr>
<tr>
<td>1977 - 79</td>
<td>26 kg / person</td>
<td>45kg / person</td>
</tr>
<tr>
<td>2030 estimate</td>
<td>37kg / person</td>
<td>66 kg / person</td>
</tr>
</tbody>
</table>

Figure 2: The regional variations in the increases in calorific food supplies.
Source FAO: [http://www.fao.org/docrep/x0262e/x0262e25.htm#y](http://www.fao.org/docrep/x0262e/x0262e25.htm#y)

**How has food supply been increased?**

Farmers have shown that it is possible to increase food production (beyond the levels predicted by Malthus), especially of cereals. Since the Green Revolution in the 1960s we have been producing more food: there has been a 70% increase in crop production from higher yields, a 20% increase through expansion of cultivated land, and 10% more crops grown as a result of multiple cropping. The current new Green Revolution with biotechnology, conventional plant breeding, reduced pesticide use, and more new varieties is enabling farmers to produce more crops with higher yields (Figure 3).
However, this potential feast masks at least one significant problem: to produce more meat for consumers requires more animals, which in turn requires more animal feed and, therefore, more cereal cultivation. As demand for meat increases farmers are able, and willing, to increase cereal production for animal feed – 1 billion tonnes more by 2030. The problem is that producing more cereals for livestock to turn into meat does not reduce hunger and malnutrition among the 700 million people who are hungry. In energy terms this is a wasteful use of crops. Technically it would be better for cereals to be grown for people to eat. However, the demand for animal feed raises the price of cereals so farmers have been more likely to grow them. If there was no high demand and no high price then farmers would probably produce less. Then cereal production would fall and the hungry would still not have the food they need.

Why is there hunger when global food production is increasing?

There are a number of reasons why some countries are still experiencing hunger and food insecurity.

1. Climate change. The increased frequency and severity of hurricanes, floods, drought and forest fires has a major impact on subsistence farmers in communities dependent on growing their own food. This makes food production increasingly unpredictable. Drought threatens soil erosion and land degradation which forces farmers into over-cultivation and reduced yields. Extreme weather events led to a 3.6% reduction in cereals in 2005 and 6.9% in 2006 (FAO 2008).

2. Water supplies are under strain because people in both urban and rural areas are using ground water supplies lowering the water table. This water abstraction is unsustainable; as wells run dry, crop yields fall.

3. Distribution or mal-distribution of food. It is often difficult to distribute food because the road network is poor or damaged during a flood or landslide. People with influence are able to commandeer food for their own family or community groups, which means that other people starve. In areas of conflict, starvation may be seen as a weapon of war. Armed forces and guerrilla groups have been known to keep food for themselves instead of distributing it to the hungry.

4. As population increases, for instance in China and India, there is more demand for non-cultivated urban and industrial land.

5. Migration. As people migrate to urban areas, farmers who remain in rural areas have to produce food for city populations. Governments need to ensure that people in towns can...
afford food. This may mean that farmers are forced to sell their crops so cheaply that they do not cover their production costs and they are forced into debt or give up farming altogether.

6. Cost of food. Some food prices are rising as seeds, fertiliser, water and transport costs rise. This makes it very hard for people to remain well nourished, particularly in urban areas where families are less able to produce their own food.

7. HIV/AIDS related illnesses. When farmers die of HIV/AIDS in rural areas, children and grandparents are left to cultivate food. Yields fall, there is less income from crops, and more hunger for families.

Are we growing the right crops?

Some countries such as Colombia and Kenya produce flowers for western consumers and production is rising. Flower farms provide employment for women, increase farm diversity and gain foreign exchange, but should the fertile flower farms produce food instead? It has already been noted that land which produces cereals for cattlefeed could be used to produce for people instead. Big agribusinesses make more money from large-scale cereal cultivation than from growing crops for local populations. There is also the biofuel issue: in an effort to be sustainable, countries are encouraging the use of biofuels for transport. Many hectares of land now produce sugar, maize, oilseed and palm oil. Some feel that it is more important to produce food for local populations than biofuels for western countries.

The food crisis and politics

The world trading system makes it difficult for small farmers in developing countries to sell crops to the developed world. Fair trade is a major step forward but it is still small scale. When global food prices rise, some countries are severely affected. To be sure of having sufficient food, some countries have banned food exports. In 2008 India banned the export of wheat and rice in order to maintain its food security. This means that wheat and rice farmers do not benefit from high global prices but still have to pay for high cost imports of seeds, fertilisers and pesticides. Some people argue that high global food prices mean that farmers can make more money; however, poor subsistence farmers consume more than they grow so they do not benefit from higher prices.

Why do hunger and malnutrition matter so much?

Generally people who are poorly nourished are less productive in their communities. Women in particular feed their menfolk and babies first before feeding themselves. Women who are malnourished give birth to undernourished babies and are more likely to die in childbirth. Malnourishment reduces child development and stores up health problems for the future generation. The food crisis has many causes. For developing countries there is often no single reason why people are hungry and malnourished. Figure 4 highlights the situations in Zambia, Ethiopia and Mozambique; each country has several problems which all impact on food production and availability.
So in conclusion: is there a food production crisis? a food scarcity crisis? a food distribution crisis? an environmental crisis? a political crisis? or a poverty crisis? The challenge for the global community is where to start to address food insecurity in countries like these. Clearly there is a food crisis, but not for everyone. Where would you begin?
Crowded coasts, rebranded urban places and some old-fashioned regional geography

By Iain Palôt, Chichester College

Lille is a good fieldwork destination because the city is not too large (its population is about 170,000 though the wider urban area contains 1.5 million) and the rebranding that has taken place has ranged from the internationally spectacular to the locally pragmatic. The city has been called the Manchester of France because the city’s 19th century wealth was derived from coal mining and the cotton industry.

![Image of Lille](image1.png)

Figure 1: La Place aux Oignons as it was in 1977 and re-imaged and restored by 2006

It is not necessary for visiting students to speak French in order to complete their fieldwork, although those with some French are able to gain a greater insight by talking to the local people. However, another reason for our French trip this year was that the visit to the coast, to the port of Dunkerque and the nuclear plant at Gravelines, would tie nicely into the Crowded Coasts option of the specification.

The three-day programme was preceded by some research by the students into the industrial geography of the area and to investigate some of the possible reasons why this area needed re-imaging. Some old fashioned regional geography was taught making comparisons with London Docklands, South Wales and the industrial north west of England. On arrival site visits were made to a number of locations to illustrate the issues and discuss possible solutions.

The following day one of our many contacts in the city gave a presentation and led a walking tour of one of the more run-down locations in Lille. This highlighted the problems faced by urban planners but also demonstrated the range of approaches that are possible and how the smallest change, like providing uniform city-wide street furniture can bring about a considerable improvement in local attitude and response.

An evening visit was made to Ypres for the Last Post Ceremony and a wreath was laid by a colleague in remembrance of her great-grandfather who had been killed in the Salient in 1917. It was a poignant justification for the enrichment money from the college.

On the next site visit students were armed with more information from the planners ready to look in detail at an area in need of re-imaging to see what had been done, what was on-going and what else might be done. This provided students with an opportunity to put into practice their fieldwork skills in order to identify problems and solutions.
Figure 2: Old Lille in 1977 and in 2006

Each group of students then reported back in the evening and a lively discussion ensued with some very perceptive comments being made. This was then followed up back at college with a piece of extended writing incorporating the techniques used, materials collected and conclusions arrived at. Use of images taken from Google™ and from Quikmap™ meant that some elementary GIS work could also be undertaken.

Other issues were raised and discussed by the students in the evening feedback sessions and back in England. Questions arose about immigrant groups and their lack of educational qualifications, unemployment, and traffic issues (a big problem in South Lille) and, notably, the population structure of the city and how that affects planning issues with the need to provide adequate housing and facilities for families.

The last day included a visit to the nuclear plant at Gravelines and a presentation on the current generating process and the future energy needs of the Nord-Pas de Calais and East Kent (good preparation for A2). In Dunkerque we looked at a crowded industrial and recreational coast as well as the coastal defences. However, with all the regeneration work in the old dockland part of the town, there were further opportunities to look at the re-imaging issue.

Many of the industrial problems arise from structural changes both in the metal industries and in shipping, resulting in large areas of derelict brownfield land, and the need for the town to rebrand and re-image, but providing the land on which to do it. The main problem for the planning authority is that much of the noxious industry is to the west of the town so, with a prevailing westerly wind, you cannot escape the smell of the refineries or the dust from the steel works. Perhaps something to look into for the next visit!

A very useful, if crowded, three days allowed the students to gel as a group, to practice their fieldwork techniques, to discuss real issues with the people who were making the decisions, and to get some case study material for the examination in January.
Urban Regeneration: Holbeck Urban Village, Leeds

By David Weight, Head of Geography, Harrogate High School.

Geographers have for some time now examined the opportunities offered by urban brownfield sites. Urban villages such as those at Poundbury in Dorset and the Millennium Village in Greenwich, London have become familiar ‘geography case-studies’. This article briefly summarises the urban village concept and outlines the proposed development of Holbeck Urban Village in Leeds. A fieldtrip for GA members around the Holbeck Urban Village is planned for October 2006.

The urban village concept
There are a number of urban village projects such as those in Birmingham, Bristol, Greenwich, Manchester and Wolverhampton. They have arisen as a response to the urban monoculture characteristic of many British towns and cities. The key features of urban villages may be summarised as:

- Sustainable population size – enough to sustain a wide range of services, but not so large that the area becomes too impersonal (population of 3,000 to 5,000);
- Relatively small area – in the region of 600m by 600m with all facilities within a 10-minute walk;
- Mixed land-use – a variety of buildings to attain a balanced environment where the local population is able to live, work and play (ideally with a 1:1 ratio between jobs and residents);
- Community facilities – infrastructure to meet a range of local needs in terms of different types of housing, daily shopping, primary education and some health, social and recreational facilities;
- Environmentally sustainable – a pedestrian-friendly area which caters for motor vehicles but does not encourage their use as well as a range of green open spaces;
- Planned land-use – higher density development towards the centre (with a central square or feature) and less built-up towards the boundary.

Figure 1. There are plans to create a series of public spaces around the 19th Century Tower Works chimneys which were modelled on Italian bell towers.

Figure 2. The £180 million redevelopment of Temple Works could see sheep grazing on its roof as was the case in the 19th Century.
The Holbeck area of Leeds
Holbeck has a rich industrial heritage but is an area of Leeds which has suffered greatly from the deindustrialisation process characteristic of many Industrial Revolution boom areas. Holbeck was at the centre of Leeds’ industrial expansion in the late eighteenth and early nineteenth centuries: Matthew Murray’s Round Foundry (founded in 1797), John Marshall’s first fully-integrated flax-mill (1830) and his Temple Mill (built in 1838) are all significant industrial buildings.

Holbeck has a range of geographical characteristics which make it an ideal location for development as an urban village:

- adjacent to the Leeds central business district;
- a range of historic mill buildings;
- a waterside site next to the Leeds-Liverpool canal;
- good access to Leeds city railway station;
- easy access to the motorway network.

It is also an area in need of redevelopment as it suffers from poor environmental quality, derelict land and, following the clearance of back-to-back housing, very low residential numbers.

The Holbeck Urban Village Development
Plans to develop an urban village began with a study in 2002. Key partners in the development are Leeds City Council, Yorkshire Forward, British Waterways and English Heritage. The vision for the site includes:

- A residential population of 1,000 with affordable housing for rent and for sale as well as housing for people with special needs and live/work accommodation (to encourage e-business and e-entrepreneurs);
- Mixed land-use not dominated by large office or retail developments;
- The creation of over 5,000 jobs and the attraction of £800 million into the area in the next decade;
- Environmental improvements, totalling £35 million, including quick-win schemes such as street lighting improvements;
- Sustainable transport options to reduce reliance on cars with the potential for water-based travel as well as improvements to the pedestrian and cycle networks.

Development is already underway: Marshall Mills have been refurbished as offices, and the Round Foundry is being redeveloped for residential and leisure use. Clearly Holbeck has the potential to meet the ideals of the urban village concept.

Figure 3. The urban village vision seeks to regenerate a historic industrial area that has suffered decline in recent decades.
Useful website references:

**The Institute of Civil Engineers**
ICE has an excellent two-page printable briefing paper which summarises key characteristics of the urban village concept. The briefing paper may be copied for free and is ideal for A-level students and teachers alike.
http://www.ice.org.uk/rtfpdf/BS-Urban%20Villages.pdf

**The Prince’s Foundation for the Built Environment**
The Prince’s Foundation was established by the Prince of Wales to further the principles of community based urban development. The organisation’s website includes useful background information on the concept of sustainable urban development.
http://www.princes-foundation.org

**Holbeck Urban Village**
Regularly updated, this website contains ‘all you need to know’ about the developments in and around the Holbeck area of Leeds. Of particular use are the information sheets which print and copy easily. There is also a comprehensive image bank to provide photographs to back up the case-study.
http://www.holbeckurbanvillage.co.uk
Using Differentiation in Case Study Teaching

By Helen Hore, Head of Geography, North East Surrey College of Technology.

One of the difficulties of the successful teaching and learning of case study material at AS and A level includes the students’ difficulty in learning a range of located detail – locations and names of places with which they are not familiar. The task can become a tedious list of projects and place names with little real understanding of the issues. Engaging our students needs an approach which is meaningful and uses a range of their skills; students need to know some detail but not every fact and location. This article offers some suggestions in tackling urban case studies with AS students with a view to achieving improved learning and recall.

Regeneration Projects in Manchester

Manchester has a number of regeneration projects over the last 15 years, which have modernised the city and renewed its functional strength. One of the first cities to reintroduce trams, Manchester’s commitment to the Metrolink (opened in 1992) has improved the connectivity of its public transport network as well as its reliability and appeal. Urban Development Corporations, such as the Central Manchester Urban Development Corporation in 1988, were set up and successfully bid for funding which was then invested to breathe new life into the city centre.

Figure 1. Selected Objectives of the New Manchester Plan.

<table>
<thead>
<tr>
<th>New Manchester Plan 1995</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Its main objectives:</strong></td>
</tr>
<tr>
<td>1. To revitalise the city centre by encouraging more people to live there.</td>
</tr>
<tr>
<td>2. To improve the entertainment and leisure facilities of the city centre.</td>
</tr>
<tr>
<td>3. To continue to maintain Manchester’s position as top retail centre for the North West.</td>
</tr>
<tr>
<td>4. To increase the number of knowledge-based jobs in new technologies.</td>
</tr>
<tr>
<td>5. To develop the facilities needed to host the Commonwealth Games in 2002.</td>
</tr>
<tr>
<td>6. To develop an integrated and sustainable transport system.</td>
</tr>
<tr>
<td>7. To improve environmental standards in air quality and waste disposal.</td>
</tr>
</tbody>
</table>

Source: www.manchester.gov.uk

The regeneration of Salford Docks, now with the ‘up-market’ name of Salford Quays, came after 1985 when the Manchester Ship Canal Company sold the dock area to Salford City Council so that public money could be accessed for its redevelopment. Like other dock redevelopment schemes, the environment of the area has undergone a ‘facelift’ which leaves it almost unrecognisable. New buildings predominate and offer new economic activities, such as culture in the form of the Lowry Arts Centre, retailing outlets, gentrified apartments, office jobs showing a sectorial shift to finance and insurance, and heritage in the form of the Imperial War Museum of the North. The successful bid for Commonwealth Games of 2002 led to the construction of Sports City in and around the city centre, consolidating the strong association with sport and soccer, in particular.

Manchester’s large university quarter, with its strong links to the Science Park, shows the importance of science and technology in the economy. Appealing further to the young are the vibrant clubbing and leisure areas around Oxford Street. Those interested in shopping have the altered Arndale Centre and the Trafford Centre with its 3 miles of walkways to consider. Each
student has an opportunity to develop what he or she is personally interested in, with such a diverse range of functions on offer. Students will demonstrate greater motivation and greater recall of some of the detail (Tomlinson, 2003).

Suggested Lesson Plans
The following sequence of 3 or 4 lessons (Figure 3) has been taught based on Manchester but could be adapted to other urban areas where regeneration has taken place.

Figure 3. Lesson Outline.

<table>
<thead>
<tr>
<th>Lesson content</th>
<th>Learning outcomes and key skills. Students are able to ...</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Outline the main planning objectives of recent urban planning, in this case the New Manchester Plan 1995. Students are given a clear purpose in the task, which is to produce a group presentation, using PowerPoint, for an appropriate audience. In groups, each student identifies an aspect of the redevelopment to research (e.g. transport, retailing, sport and leisure, employment) and begins research, making notes. Students complete their research for homework or use another lesson to complete this.</td>
<td>• make decisions about their work, constructing the research task (WO2.1) • identify relevant sources and sections</td>
<td>A textbook or article such as an AS book with an appropriate case study, plus some internet sources.</td>
</tr>
<tr>
<td>2. Students are given a PowerPoint presentation with some selected images, in order to reduce the time needed to research.</td>
<td>• select information effectively and use appropriate terms in producing slides</td>
<td>Partially prepared PowerPoint presentation and computer access. Appropriate links placed</td>
</tr>
</tbody>
</table>
Instructions for their presentation are firmed up, for example, they are allowed two slides of text and one image each and must evaluate the schemes against the planning objectives. Learners compile their slides and put them together in one presentation, checking for accuracy and effectiveness.

<table>
<thead>
<tr>
<th>(C3.2 and IT2.3)</th>
<th>on VLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>• evaluate the regeneration against the objectives of the Plan</td>
<td></td>
</tr>
<tr>
<td>• work cooperatively in a group (WO2.1)</td>
<td></td>
</tr>
</tbody>
</table>

3. Groups present their ideas. This can be used for practice for Communication Key Skills (or assessment if long enough). The audience questions each group after their presentation, using evaluative questions, which begin, ‘To what extent ...., Who benefits the most from ....?’

<table>
<thead>
<tr>
<th>(IT2.3, C3.1b)</th>
<th>Projection facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• use IT to present their work (IT2.3, C3.1b)</td>
<td></td>
</tr>
<tr>
<td>• evaluate their work (WO2.3)</td>
<td></td>
</tr>
<tr>
<td>• develop their ability to pose and answer higher level questions</td>
<td></td>
</tr>
</tbody>
</table>

The lessons should achieve the following objectives:

- Students work cooperatively and collaboratively, making decisions about their own learning;
- Key skills in IT, communication and working with others are developed;
- Learning is differentiated by task and by sources used;
- Learners become familiar with case study names and locations;
- Learners evaluate the success of regeneration projects;
- Self-confidence is improved;
- The work is enjoyable!

Case study knowledge can really be improved with a field visit. The Youth Hostel situated at Potato Wharf makes an excellent and fairly central place for groups to stay.

**Sources:**


http://www.manchester.gov.uk/chiefexecs/rap/  Manchester City Council website – planning and policies.
http://www.gmltp.co.uk/transplanprog0102_0506.asp  Manchester’s local transport plan.
http://www.metrolink.co.uk/  Metrolink website.
http://www.manchester.com/  - up-to-date information on all aspects of the city.
http://www.mcps.k12.md.us/curriculum/science/instr/differstrategies.htm  - terms used in differentiation, Montgomery County USA.
A case study of suburbanisation: Monkspath in Solihull

By Viv Pointon, Head of Geography, Bilborough College, Nottingham.

Suburbanisation is a topic common to all A-level specifications and most students are able to draw upon their own home experience as the majority of us live in these sprawling residential areas. But not all; students in less affluent inner city areas are not aware of the nature and range of British suburbs. Further, there is a growing range of suburban types (the CACI classification rather emphasises this point) from the original pioneer Victorian clusters of villas adjacent to the industrial town centre via the Betjeman-esque, garden-city inspired inter-war private developments (Nagle, 1998) and spacious post-war council estates on the rural-urban fringe to the mushrooming ‘executive’ neighbourhoods with their “eclectic mix of corporate styles” (Marvell, 2004). Thus many students do not appreciate the variety of the suburbs.

Following Monkspath’s use for an OS map-based question by one of the examining boards a few years ago, this case study was compiled for the benefit of a class of north London A-level Geography students (several of whom had only recently moved to this country). The area between the West Midlands conurbation and Coventry has featured elsewhere (Ilbery, 1992; Drake & Lee, 2000) providing the opportunity for teachers to extend this case study with reference to threats to the greenbelt and farm diversification.

Monkspath is a recently developed neighbourhood at Shelly Green to the south east of Solihull in the West Midlands (OS Landranger 139, GR 143768). Residential, industrial and commercial development in the early 1980s followed the construction of the M42 motorway and its junction with the A34 trunk road. Monkspath is one of several new residential areas constructed in the agricultural corridor between the West Midlands conurbation and Coventry, known locally as the Meriden Gap. Since the 1960s, the urban fringe has extended into the farmland encouraged by the growth of Birmingham Airport and the National Exhibition Centre (Ilbery, 1992), and by the connection of the M42 with the national motorway network via the M5, M6 and M40. Greenbelt restrictions prevent the coalescence of the West Midlands and Coventry but there has been significant residential development around villages such as Dorridge and Knowle and on the eastern edge of the West Midlands conurbation.

The shift in employment structure has impacted on the region as manufacturing employment fell from 985,000 in 1979 to 554,000 in 1992 while service sector jobs increased from 1,071,000 to 1,251,000 (Healey, 1995). Inward investment and regional development funds slowed the contraction of the secondary sector but the 1980s economic boom saw many financial services relocate to the Midlands where land and labour costs were lower (Nagle & Spencer, 1996). The Metropolitan Borough of Solihull now boasts business parks and industrial estates such as the Monkspath Business Park close to the M42 and providing “370,000 square feet of top quality industrial warehouse and production space” (www.solihull.gov.uk), sufficient to attract Mercury Communications, Exel Logistics and AT&T, with adjacent greenfield land designated for further business development. There are also office developments including Stratford Court, close to Monkspath and home to Pearl Assurance and Alfred McAlpine Homes. Retail services for local residents include a large supermarket (Tesco), a garden centre and a drive-through McDonalds.

Monkspath is in Shirley South ward which runs between Shirley and Manor railway stations, taking in the older residential district of Shirley Heath, and Monkspath Business Park and residential area. The population is now fairly stable at 16,900 in nearly 6700 households (2001 census). House prices are a little higher than national averages (www.upmystreet.com), comprising mostly detached and
semi-detached houses with high levels of owner occupancy (88.5% compared to 68.9% in England and Wales). There are fewer single-person, lone pensioner and lone parent households; a third of households include dependent children (slightly higher than the national average).

Monkspath is classified as ‘Type 10: Affluent Working Families with Mortgages’ according to the ACORN profile compiled by CACI (see www.upmystreet.com). Such family areas are described as “a particular feature of the 1980s boom areas” where typically families comprise parents aged 25-44 with one or two children under 15. In the majority of households, both parents work and there are twice the national average number of people with degrees and other academic qualifications, consequently there are above average levels of professional and managerial employment. Such affluence is reflected in car ownership – over 60% of households having two or more cars – and purchase of other consumer durables and white goods (such as dishwashers and tumble driers).

References:
Ilbery, B (1992). Agricultural Change in Great Britain, OUP.
The Leeds Waterfront: Urban Regeneration Field Excursion and Update

By David Weight, Harrogate Granby High School.

The regeneration of the Leeds Waterfront continues apace and there is much to be said for an urban fieldtrip to the area to evaluate the nature of that development. Whilst this article provides a framework for a field excursion to the Leeds Waterfront, it might equally serve as a starting-point for a classroom-based urban redevelopment case-study.

This article provides some brief background to the regeneration, an update on the new urban development at Clarence Dock, some fieldwork ideas and a few suggestions for wider reading.

A field excursion might take the form of a walking tour of the Leeds Waterfront area. When reference is made in the text to a place that can be seen on such a visit, a “Stop” number indicates this. Each “stopping point” is indicated on the map included at the end of the article.

The Leeds Waterfront: Location and History

The Leeds Waterfront occupies a zone adjacent to the central business district of Leeds, the third largest city in England.

The waterways, the River Aire and the Leeds-Liverpool Canal (completed in 1816), were central to the industrial development of the city especially in the 18th and 19th centuries. Together they linked Leeds to both the North and Irish Seas. Benjamin Gott built the world’s first woollen mill in Armley on the banks of the River Aire in 1792. Warehouses and mills, such as the Victoria Mills built in 1836, were built for the storage and processing of, for example, grain and flax (these can be seen at stop 3 on the walking tour, described below). After the arrival of the railway during the 1830s, however, use of the waterways began to decline. At the same time, industrial pollution of the River Aire increased, with some 8 to 10 million gallons of effluent being discharged daily into the river in 1865. The Leeds-Liverpool Canal continued to be used to carry coal to Leeds in the inter-war period but the disposal of the canal company’s fleet in 1921 signalled the rapid decline in the waterways. By the 1970s what is now known as the Leeds Waterfront was a zone of blight, characterised by derelict sites, old buildings in disrepair and a highly polluted river.

The Regeneration of the Waterfront: A Walking Tour

A good place to start a walking tour of the Leeds Waterfront is at the confluence of the River Aire and the Leeds Liverpool Canal at Granary Wharf, known locally as “The Dark Arches” after the railway arches through which the river flows. Car parking is available here. The Dark Arches have been converted to a variety of craft and catering outlets and serve to attract visitors and shoppers to the waterfront zone (Stop 1). At the confluence stands the Leeds and Liverpool Canal Warehouse, built in 1777, which has now been converted to offices and a restaurant (Stop 2).

Calls for the waterfront zone to be regenerated were made in the mid 1960s with the founding of the Leeds Civic Trust in 1965, which campaigned for the renaming of the city as “Leeds-upon-Aire”. Riverside redevelopment actually began in the early 1980s as part of Leeds City Council’s Central Business Area District Plan. The early flagship project, which acted as the catalyst to future regeneration, was the relocation of the national ASDA headquarters from Kirkstall to a prominent riverside site close to Victoria Bridge (Stop 3). A sign of the attempt to encourage mixed land-use was the re-development of the former Aire and Calder Navigation Warehouses (built between 1815...
and 1821) to residential warehouse conversions and the building of some new flats by Barratts between 1985 and 1988 (Stop 4).

The Leeds Development Corporation (LDC) was then set up in June 1988 as part of the government’s national inner-city regeneration initiative and an initial LDC investment of £6 million attracted £70 million of private investment in to the Waterfront (see Stop 10, at a commemorative silver sphere to the work of the LDC).

In the early-mid1990s three significant new developments were added to the south bank of the Waterfront. In 1992 the Centenary footbridge was opened, the first bridge to be built across the River Aire for over 100 years, linking the more development north bank to the emerging southern zone (Stop 5). The bridge spanned a cleaner river – Yorkshire Water spent £25 million between 1994 and 1998 improving sewage discharge – and this has been crucial in stimulating further regeneration. At the southern end of the bridge a former cleansing depot site was used to build Brewery Wharf in 1993–1994 (Stop 6). This was designed as a major visitor attraction centred on the history of brewing; however it closed and remained unused for a few years, now being re-opened as a café/bar. The third, and largest, regeneration project was the Royal Armouries which opened in 1996 at a cost of £42 million on land next to Clarence Dock (Stop 7).

Clarence Dock is now site to a further mixed land-use regeneration project covering 15 acres of brownfield land and will include residential, leisure and commercial ventures. It is designed to follow sustainable and integrated urban planning ideals and to be a more dynamic environment than has so far been created along the riverside (Stop 8). Construction is currently underway at the Clarence Dock including:

- over 1 million square feet of built space
- 600 residential apartments
- waterside bars, cafes, restaurants
- an hotel, a fitness centre, clubs and retail stores
- 200,000 square feet of waterside offices
- a dedicated stop for the proposed Leeds Supertram
- waterside walkways and a canal marina.

On the north bank of the Waterfront, between Crown Point Bridge and Leeds Bridge, along a historic street named The Calls, is an area of residential regeneration, for example, The Chandlers which was built in 1987 using a corn chandlers dating from 1876 (Stop 9). There are also a number of restaurants and bars, also housed in former industrial premises. The previously mentioned LDC commemorative silver sphere is located on The Calls (Stop 10).

From here it is possible to return to the starting point at Granary Wharf, passing under the railway, across the River Aire and through the “Dark Arches”. It is worth noting that some of the space you pass on the way back is used for car-parking – no surprise when a single car-parking space underneath the West Point office development in Wellington Street in the CBD just half a mile away costs £20,000 (source: *Yorkshire Evening Post*, 22/08/2003). Land values will be considerably lower in the Waterfront area.

As is the case with many regeneration schemes, the Leeds Waterfront redevelopment is not without its criticisms.
- In particular the area lacks vibrancy or the ‘hustle and bustle’ of the city centre. Although riverside walkways have been built they lack greenery or many places to stop and sit. There is no local community infrastructure: no corner-shops, no school, and no health-centre. Discussion might focus on how socially inclusive the regeneration has been.
- There are some pockets of derelict land and the question might be posed as to how these could best be used now.
- Thought could be given as to how a more environmentally sustainable approach might have been taken, or could indeed yet be taken, to the redevelopment. Could the waterways be used for transport? Where are the cycle paths?

**Further research and reading**

- Excellent photographic and written history of Leeds including much background on the Leeds Waterfront area: [http://www.leodis.net/discovery/](http://www.leodis.net/discovery/)

**Regeneration and fieldwork:**
The walking tour was planned with close reference to two super pocket guides: “Leeds Waterfront West” and “Leeds Waterfront East” by Brian Godward, published by Leeds Civic Trust. ISBN 0905671104 & 0905671112. Cost approx £2.50 and at least one is listed on [www.amazon.co.uk](http://www.amazon.co.uk).

**Further ideas and follow-up:**
Packaging Places
Place promotion with reference to bids made by UK cities to become European Capital of Culture 2008.

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Introduction and Background

At a rather low-key, early-morning press conference during the first week of June 2003, the Secretary of State for Culture, Media and Sport, Tessa Jowell, made the briefest of announcements that Liverpool would be the UK nomination for the European Capital of Culture 2008. The low-key nature of this event contrasted greatly with a very high profile process whereby twelve UK cities entered a competitive race for this coveted title: a process that began in August 1999.

The European Capital of Culture has evolved from the 'European City of Culture' concept, which commenced in Athens in 1985 and will run until 2004. From 2005 until 2019, each European Union member state will host an event entitled 'European Capital of Culture' and the UK will host this in 2008. The title is not intended to reward existing cultural excellence but rather too encourage innovation and regeneration. Each city awarded the title should experience cultural development and a massive economic boost through increased tourism and employment as well as an enhanced profile for the city.

By the close of bidding in April 2002, 12 UK cities had nominated themselves for the award, having to demonstrate that they could deliver a year-long programme of cultural events involving both locals and visitors, and the use of 'culture' in the broadest sense of the word to regenerate the local economy, boost education and tackle social exclusion. The cities bidding were: Belfast, Birmingham, Bradford, Brighton & Hove, Bristol, Canterbury & East Kent, Cardiff, Inverness & the Highlands, Liverpool, Newcastle/Gateshead, Norwich and Oxford.

In October 2002 a final shortlist of Birmingham, Bristol, Cardiff, Liverpool, Newcastle/Gateshead and Oxford was announced, signalling the beginning of a vigorous place-promotion campaign. Each of these cities, by virtue of their presence on the shortlist, was designated a 'Centre of Culture'.

These cities were no doubt all hoping to emulate the success that Glasgow achieved when it held the title 'European City of Culture' in 1990. It has been argued that Glasgow has been the most successful of all the 'Cities of Culture' since the award began in 1985. In total, 5580 new jobs were created and more than £1 billion of public and private funds supported Glasgow's regeneration. Theatre attendances rose by 40% and the number of foreign visitors increased by 50%.

The prize is large, not only in terms of both Government and European funding but also in terms of private investment, jobs and regeneration. Cardiff, for example, predicted a £1 billion economic boost and the creation of 3500 new jobs. With this in mind, cities therefore invested vast sums of money to claim the crown. Belfast spent £1 million on advertising alone, whilst Liverpool budgeted £22.5 million and Bradford £32 million to host the event.

Valuing Geography

In line with the overall conference theme, 'Valuing Geography', the lecture focussed on the various promotional campaigns launched by the competing cities and highlighted the role and value of geography in the process. In summary, five geographical components were highlighted and three
bids were selected as a means of illustration. The selected bids were Bradford, Liverpool and Newcastle/Gateshead. The role and value of geography was identified in the following ways:

1. Place promotion
2. 'Geographical imaginations' and 'Sense of place'
3. The use of imagery and symbols
4. Cultural diasporas
5. Urban regeneration

Place Promotion

The Capital of Culture bids are all place-promotion focussed and the role of place in geographical study was considered before examining more closely the contemporary focus on place promotion. Place promotion is basically the creation of a new image for a place and the aggressive marketing of that image to attract new economic investment or to overcome negative perceptions of the place. In the post-industrial era, place promotion has become central to the economic development policies of most local authorities. Possibly the most famous of all place promotion campaigns was the 'Glasgow Smiles Better' campaign which was linked with the city's 1990 European City of Culture bid. An analysis of the 2008 Capital of Culture bids illustrates a more contemporary marketing focus based on leisure and consumption based activities in the city such as shopping, sport and culture. There is also a certain slant towards the young and wealthy professionals who are able to fulfil such lifestyles. Snappy slogans are used to project these aims:

Bradford: 'One Landscape, Many Views'
Liverpool: 'The World in One City'
Newcastle/Gateshead: 'Newcastle-Gateshead Buzzin'

'Geographical imaginations' and 'Sense of place'

Since individuals' perceptions or 'geographical imaginations' are strongly influenced by advertising and the media this was used intensively in the campaigns. Although place promotion is primarily focussed on how 'outsiders' see a place, it was also used to influence how 'insiders' relate to it, i.e. creating a different feeling of belonging or a 'sense of place'. The main case study used in the lecture to illustrate this was Bradford, whose metropolitan area includes peripheral Pennine towns such as Bingley and Ilkley, which have different geographical characters to the city itself. People who live in these towns have a different relationship with the city to that held by the city dwellers themselves. Publicity and media stunts included the opening of a 'Bradford Embassy' in London and the issuing of 'Bradford Passports'.

The use of images and symbols

The use of images and symbols (logos) has been central to all the 2008 Capital of Culture campaigns. The analysis of such imagery is a central theme in contemporary social and cultural geography. These images are both social and cultural 'texts' and they are deliberately constructed to convey particular meanings and a particular image of the city. The images can also be contested in respect of what is excluded. Different 'geographical imaginations' exist within a city, but these images presented usually represent a happy, vibrant, modern place and exclude other views of the city such as dereliction, peripheral estates, homelessness etc.

Is the 'real' Newcastle represented by the vibrant Quayside with its apartments, galleries and café bars aimed at the moneyed, cultured, middle class? The Newcastle/Gateshead bid alone brings
together two new contrasting senses of place. Each bidding city has also developed some form of visual logo to encapsulate their bid and give the city a 'branded' image.

Bradford's 'One Landscape, Many Views' can be used to illustrate this. The importance of the imagery to Bradford's campaign is highlighted by the fact that an award-winning design agency was contracted to spearhead the marketing strategy, whose other clients include the Football Association, ASDA, Halifax Bank and ICI. The 'One Landscape, Many Views' logo is based on a David Hockney inspired montage. The image takes many forms creating a mosaic of people and landscapes to foster a 'sense of place' amongst residents and to unite a very geographically diverse district. The logo has a central 'b' for Bradford and the various coloured pixels are supposed to represent the many colours of a diverse district along with the textile heritage of the city.

Cultural diasporas

A number of the 2008 Capital of Culture bids emphasise their city's cultural diversity. This can be directly related to the geographical concepts of interconnection, cultural diasporas, hybridity of culture and trans-culturation. These were explored in the context of the Liverpool bid.

One definition related to place identity and the uniqueness of place is that places are a product of their connections with other places in the world. Certainly, Liverpool has developed its social, economic and cultural character through its primary function as a port within the framework of a changing national and international economy.

The Liverpool logo 'The World in One City' draws upon the various cultural diasporas, therefore presenting a culture that is both local and global in character. The bid document claims that Liverpool: 'Lives on the edge of Europe, the edge of America and on the edge of Africa – on the fault lines of culture'

Distinctive diasporas can be identified in Liverpool: The African Diaspora, which resulted from Liverpool's position in the triangular slave trade; the Irish Diaspora (largest); the Chinese Diaspora (the longest established Chinese community in Europe); the Jewish Diaspora and more recently diasporas created by the influx of asylum seekers from the Balkans and Middle East.

Although these distinctive diasporas do exist, their close proximity has led to intermixing between cultures resulting in trans-culturation and the emergence of hybrid cultures. The best example is 'Merseybeat', a form of music made famous by the Beatles mixing African, American and Irish music with an added local element to create a distinctive sound.

Urban regeneration

Inner-city redevelopment has been a focus of geographical studies for many years, especially the revitalisation of derelict buildings and areas, gentrification and gradual moves towards city centre living once more.

Chris Smith (then Secretary of State for Culture, Media and Sport) stated when launching the bidding process, that the Capital of Culture should be viewed as a tool for regeneration. Most of the bids submitted focused upon 'new life for old buildings'.

Newcastle/Gateshead is, once again, a good example. Urban regeneration linked to the bid includes two distinct schemes: the Quayside and the Grainger Town project.
The Quayside along the banks of the Tyne, which until the 1970's consisted of disused industrial buildings, derelict and polluted land, has been transformed into a vibrant, modern waterfront lined with consumer-orientated businesses such as hotels, café bars and restaurants and expensive apartments.

Much of this redevelopment on the Newcastle bank of the Tyne has already been completed through the Urban Development Corporation. Gateshead Quay would develop more from the Capital of Culture projects especially as the award winning Millennium Eye Bridge now links them with Newcastle Quayside.

The 'flagship' conversion is the Baltic Mill, a former flour mill which had remained derelict for years. This had been converted into the Baltic Centre for Contemporary Arts. Likewise, another restored flourmill is to become 'The Centre for the Children's Book'.

In the heart of Newcastle City Centre, the Grainger Town project has restored Edwardian and Georgian buildings into a cultural quarter once again with city centre living.

In addition to these conversions, 'Sage', the completely new, purpose-built cultural centre, will complete the portfolio.

A note of caution warned against the romanticism of the past. Although in the bidding process great emphasis has been placed on rediscovering heritage especially through the use of old buildings, people and places demonstrate different relationships or a different 'sense of place'. Buildings such as the Baltic, so central to the Newcastle/ Gateshead bid, may not be seen as a cultural icon by all! To some it may represent toil and hard labour, even redundancy and unemployment.

**Conclusion**

The lecture concluded with a more cynical view of the Capital of Culture bidding process entitled 'Whose Culture?' and looked in particular at excluded groups. Drawing once again on the Glasgow experience of 1990, comparisons were made with the cities bidding for the 2008 title.

At the time of the conference at the end of April 2003, the various campaigns were reaching their climax, and heartened by the bookmakers odds and the results of recent television vote (in a similar style to the Eurovision Song Contest) the presenter predicted that the Newcastle/Gateshead bid would be the eventual winner, and so did the nation. Congratulations Liverpool!