Geography A2 Unit 2: Personalised Learning Checklist

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| **Content/Topic: Rebranding**  **1 Time to rebrand**  **Enquiry question: *What is rebranding and why is it needed in some places?*** | **Red** | **Amber** | **Green** |
| How places re-invent and market themselves by regeneration and re-imaging to attract work, residents and visitors. |  |  |  |
| Ideas for rebranding towns and the countryside focusing on leisure and tourism, National Parks, culture, festivals etc to create a sense of identity and community. |  |  |  |
| Why rebranding is needed in some places and the social, economic and environmental processes involved. |  |  |  |
| Fieldwork and research into the profile of places in need of rebranding, using surveys and secondary data. Using primary and secondary sources to investigate these features such as environmental quality, photo panoramas, Goad maps, residential quality, neglect and dereliction, housing, employment, health and census data. |  |  |  |
| **2) Rebranding strategies**  **Enquiry question: *Who are the ‘rebranding players’ and what strategies exist for places to improve themselves?*** | **Red** | **Amber** | **Green** |
| The potential role of players in the rebranding process. |  |  |  |
| Fieldwork and research into a range of rural strategies such as: rebranding local activities and farming. Integrated projects in the post-production countryside including rural heritage and specialist ‘food-towns’ using innovative arts and media projects and new technologies including community radio, films and the internet. |  |  |  |
| Fieldwork and research into urban strategies that include the following approaches: changing the built environment by rebranding of shopping, commercial and residential areas promoting city identity using sport as a catalyst for change and rebranding a declining coastal holiday resort. |  |  |  |
| Rebranding for a sustainable future. Researching examples of the use of legacy facilities, new infrastructure, conservation measures and involving the people. |  |  |  |
| **3) Managing rural rebranding**  **Enquiry question: *How successful has rebranding been in the countryside?*** | **Red** | **Amber** | **Green** |
| Fieldwork and research into the success of specific examples of ways to implement rural rebranding using contrasting solutions such as: rural tourism – promoted via the media , rural technology, adding value locally, rural diversification in the post-productive countryside. |  |  |  |
| Themed areas, broadband provision in the Highlands and Islands of Scotland, ‘leap-frogging’ landlines to mobile phones in India. |  |  |  |
| Farm diversification schemes; organic food products, rural enterprise schemes such as the Eden Project. |  |  |  |
| **4) Managing urban rebranding**  **Enquiry question: *How successful have urban areas been in rebranding themselves?*** | Red | Amber | Green |
| Fieldwork and research, into the success of specific examples of ways to implement urban Rebranding using contrasting solutions such as:flagship schemes in city centres, waterfronts, shorelines gentrification of suburbs, heritage and tourism in historic centres, sport and leisure provision. |  |  |  |
| Docklands as a flagship scheme in a city centre |  |  |  |
| Margate: leisure provision, Iconic architecture, Heritage tourism |  |  |  |
| Local area eg Orpington |  |  |  |
| London Olympic venue: sport and leisure provision |  |  |  |
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