



Geography

GCSE 2012

Geography B

Exemplar Candidate Work
Economic Development
– Quality of Life

Version 1 August 2013

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Economic Development

- Quality of Life title:

How and why does the quality of life vary within Shrewsbury?

SETTING THE SCENE

Shrewsbury is a historic town; situated on the River Severn it attracts many tourists throughout the year. Many Tudor-style buildings can be found within the town, also with a large park area, the Quarry, Shrewsbury can be popular with families looking for a quiet day out in the countryside, overlooking the river.

Overall, Shrewsbury is a historic, small town but with many events running and keeping its rich culture alive. One of the oldest and largest horticultural events in the country takes place in Shrewsbury. The Shrewsbury Flower Show is an annual event held in The Quarry; it attracts 100,000 visitors each year. Shrewsbury is built in a meander.

Just some of the stunning black and white Tudor buildings which can be found in Shrewsbury.



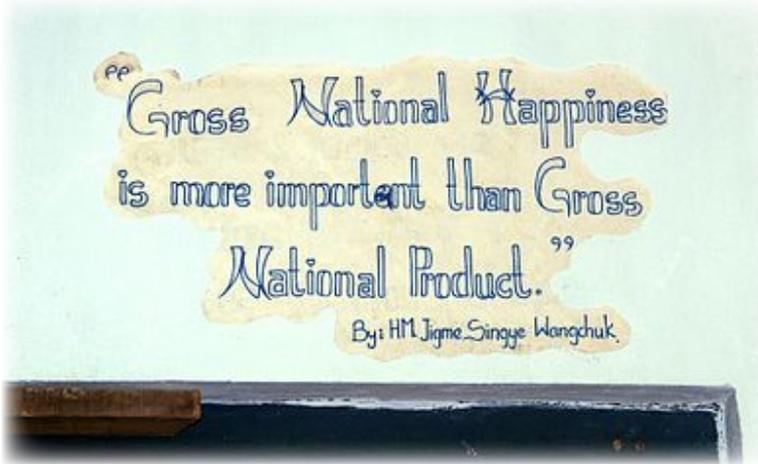
Shrewsbury Flower Show in the Quarry.

WHAT IS QUALITY OF LIFE?

Please look at my **mindmap** at the end of the assessment.

One of the definitions of quality of life has been to do with happiness and well-being:-

GROSS NATIONAL HAPPINESS



King of Bhutan:

The term was first used in 1972 by Bhutan's former King Jigme Singye Wangchuk, who thought that people's happiness was more important than money.

David Cameron:

Inspired by Wangchuk's idea, David Cameron plans to carry out a £2 million national consultation to measure the British public's well-being. Cameron says that economic growth is 'an incomplete way of measuring a country's progress'.



We have discussed in class the likely key questions that we want answered for investigating quality of life in Shrewsbury. I have put them into my methodology table

METHODOLOGY TABLE

Key question	Primary data collection	Secondary data	My expectations	Evaluation of my methods.
Does the quality of life improve as you move out of the town centre?	Ask people in a questionnaire . Undertake an environmental survey in 3 locations in Shrewsbury. Interview 3 residents who live in these locations.	Research reviews on living in Shrewsbury.	I think that the quality of life will improve because the houses and gardens are larger, further from the centre. Also, the houses are often newer and therefore better quality. People will therefore have a higher quality of life in the suburbs.	My results from the questionnaire helped me to answer this key question as they were reliable and from people who actually live in Shrewsbury.
Does the sound level get lower, the further out of Shrewsbury you travel?	Do a sound recording to measure the noise levels. In each study area. Also carry out a traffic survey in similar locations.	Research on the Internet.	I think the sound level will be lower because there is less traffic away from the centre.	Our sound level recordings did help us, although they weren't very reliable because the equipment wasn't properly working.
Does the amount of people get less as you move away from the town centre?	Do a footfall count in the town centre and then one out of the town.	Research on the Internet for any information already available.	I think the amount of people will get less because most of the shops are in the centre and the area is largely pedestrianized.	We found that the number of people does get less. We used a footfall count in four different areas for roughly the same amount of time, meaning they were reliable.

DATA PRESENTATION AND ANALYSIS

Key question 1 Does the quality of life improve as you move out of the town centre?

ENVIRONMENTAL QUALITY SURVEY

Qualities Being Assessed		High +2	Generally Fine +1	Average 0	Generally Poor -1	Very Poor -2	
Buildings	Well-Designed	T P	B	D			Poorly Designed
	Good Condition	T B P	D				Bad Condition
	Well Maintained	P	D T B				Poorly Maintained
	Outside Space/Garden	T B	D P				No Outside Space or Gardens
	No Vandalism	T D B P					Vandalism
Traffic	No Traffic Congestion	D P B	T				Traffic Congestion
	Parking/Garages	D P B	T				No Parking/Garages
	No Traffic Noise	P	D B		T		Traffic Noise
	Safe for People	B	D T P				Not Safe for People
	Pollution Smell	D P B		T			Obvious Smell of Pollution
Open Space	Large Gardens	B	D P	T			Small Gardens
	Trees/Shrubs Visible	P B	D T				No Trees/Shrubs Visible
	Public Parks		D T P B				No Public Parks
General Quality	No Litter	D P B	T				Lots of Litter
	Roads Maintained	D T B	P				Roads not Maintained
	Close to Public Transport	D T	P B				Long way From Transport
	Close to shops etc.	D T	P B				Remote From Shops

Overall Score (max. 34)

Ditherington (D): 24

Town Centre (T): 20

Porthill (P): 29

Belvidere (B): 28

This is the questionnaire which we asked one person of our choice:

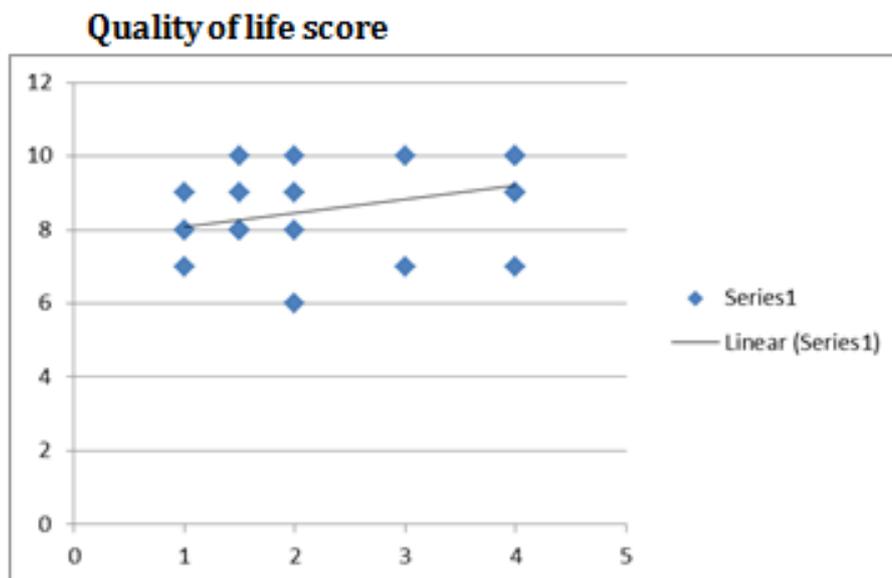
1. Age: 0-16 17-31 32-47 48-59 60+
2. Gender: Male Female
3. Where do you live in Shrewsbury? (Street or Area): Harlescott
4. How would you rate living there, with 10 being the best?

Quality of life overall: 10

Quality of environment: 9

Quality of the houses: 10

Access to services: 7



Distance from the town centre in km

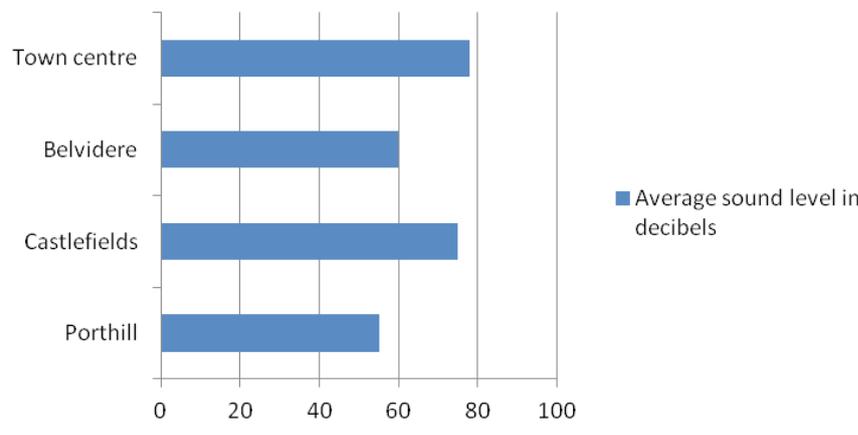
This scatter graph(based on my group data) shows the quality of life in relation to the distance away from the Town Centre. By looking at the trend line which has been drawn, you can see that there is a positive correlation between the two variables. However, some results don't match this pattern. For example, where the quality of life was rated as seven and was 4 kilometres from the Town Centre, another person rated their quality of life as nine and they were closer to the centre, at just 1 km away. This proves that although the overall trend is that as you move further away from the town centre the quality of life increases, in some cases the quality of life is rated higher near to the centre, perhaps because of nearness to services.

KEY QUESTION 2: DOES THE SOUND LEVEL GET LOWER, THE FURTHER OUT OF SHREWSBURY YOU TRAVEL?

Area	Average
Porthill	55
Castlefields	75
Belvidere	60
Town Centre	78

Our evidence answers our key questions well, as we can clearly see that the Town Centre was the noisiest area. With a recording of 78 decibels, it is not surprising that the Town Centre had the highest value due to the amount of people and traffic.

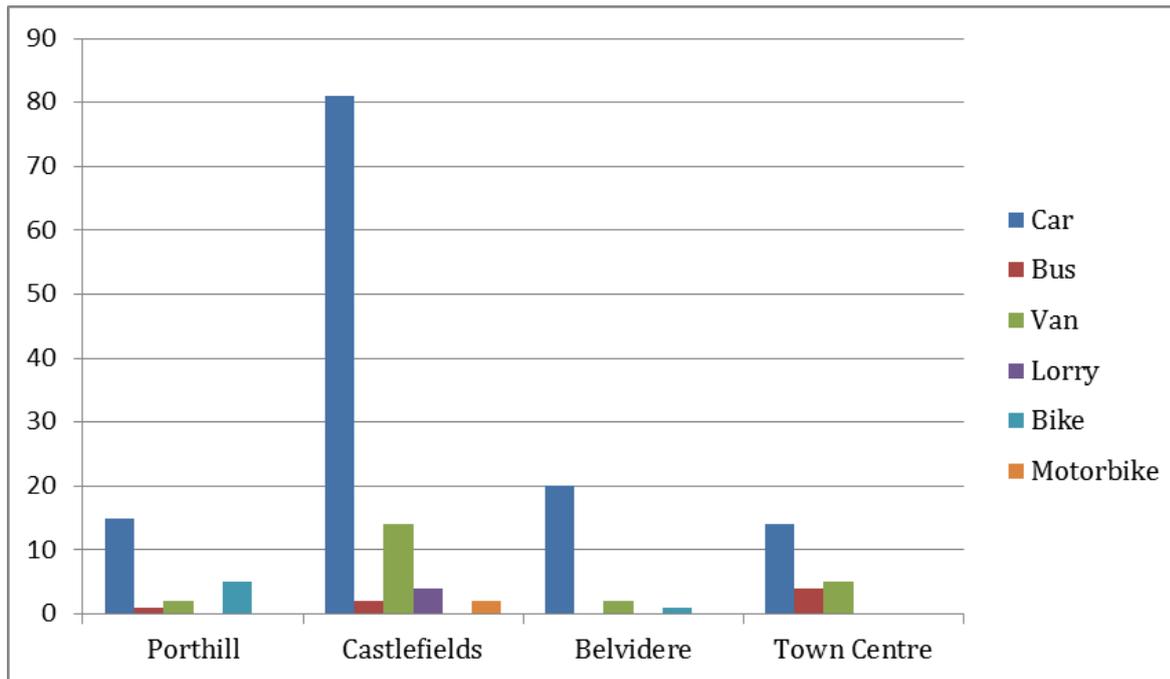
Average sound level in decibels



The bar chart shows that as you move away from the Town centre, generally the sound levels get lower. However, Porthill had the lowest sound recording of just 55 decibels even though it is closer to the town centre than Belvidere, which had a recording of 60. Porthill is a quiet residential area where there is hardly any traffic and therefore not much sound. Even though Belvidere is further away from the Town Centre its sound recording was still higher than Porthill's. This could be because the Belvidere housing estate is fairly near to a busy road, whereas Porthill is quite isolated from any main roads therefore doesn't suffer from a high level of traffic noise. This results in a lower sound recording.

TRAFFIC SURVEY

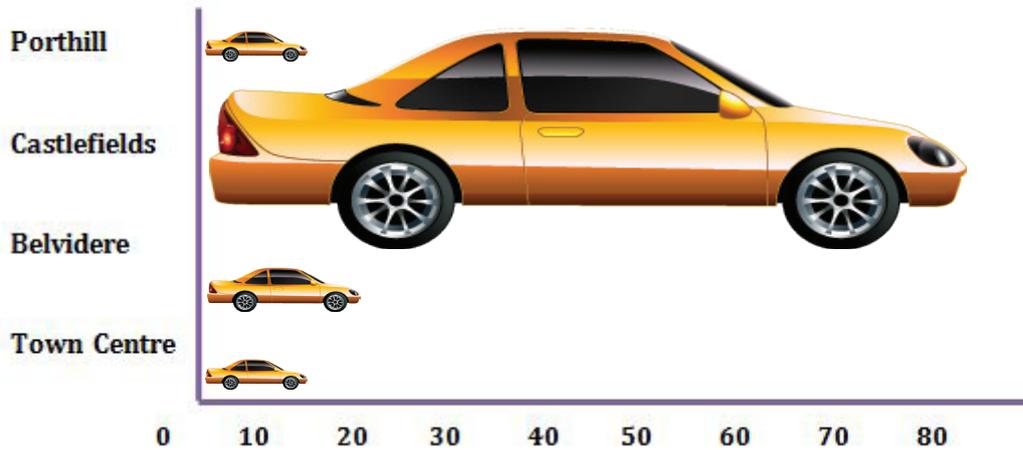
Vehicle	<u>Porthill</u>	<u>Castlefields</u>	Belvidere	Town Centre
Car	15	81	20	14
Bus	1	2	0	3
Van	2	14	2	5
Lorry	0	4	0	0
Bike	5	1	1	0
Motorbike	0	2	0	0



The traffic survey shows some interesting results which do not fully support the sound level decreasing outwards. The town centre has a one way system so there are likely to be fewer vehicles. Castlefields is on a major road into and out of town and is likely to have a large number of cars, 81! Porthill and Belvidere are residential areas so as expected they would have fewer buses and vans.

A PROPORTIONAL GRAPH SHOWING THE NUMBER OF CARS IN FOUR AREAS OF SHREWSBURY.

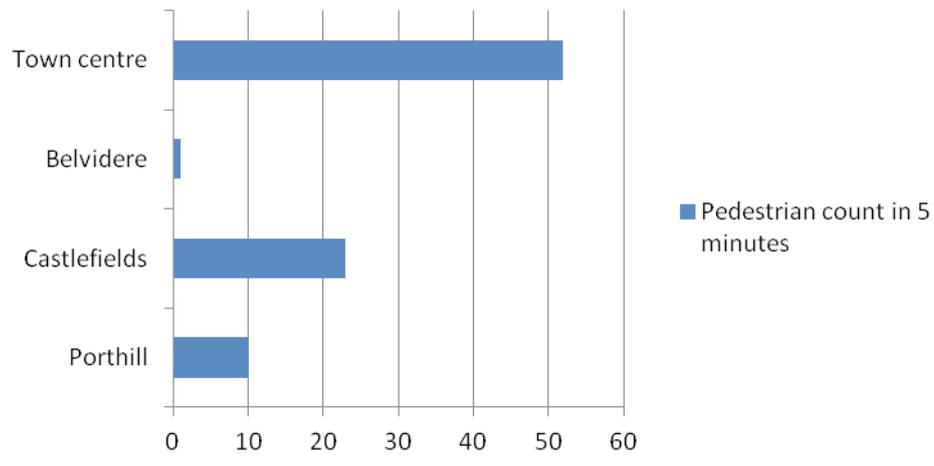
A Proportional Graph Showing the Number of Cars in Four Areas of Shrewsbury.



KEY QUESTION 3: DOES THE AMOUNT OF PEOPLE GET LESS AS YOU MOVE AWAY FROM THE TOWN CENTRE?

<u>Porthill</u>	10
<u>Castlefields</u>	23
<u>Belvidere</u>	1
<u>Town Centre</u>	52

Pedestrian count in 5 minutes



The bar chart shows the number of people in the four different areas of Shrewsbury. As you can see the Town Centre had the highest pedestrian count of 52; this is not surprising as most of that area is pedestrianized to allow for many shoppers. In comparison, Belvidere had a very low footfall count as only one person was seen in 10 minutes; Porthill was the next lowest with only 10 people being counted. There are a few reasons for this: in the centre it is pedestrianized and there are many shops, as you travel further away the areas generally become more residential.



Pride Hill in the town centre is pedestrianized, it has a high footfall count, because of the shops.

This photograph of Porthill shows that it is a residential area with few people and traffic .



INTERVIEW ANALYSIS:

At school, we interviewed three of our teachers who have lived or are living in Shrewsbury; and they all expressed positive opinions about the area they have lived in. A common opinion that all three teachers expressed, was that their area offered good public services. Mrs Turner said that there was a 'small shop in Porthill' which was a good example of public convenience services. She also added that many people move to the Porthill area from outside Shrewsbury. Mr Game also gave positive information that he 'loved living in Shrewsbury' and that it was a 'lovely place to live, with plenty of green space'

A MATRIX GRAPH SHOWING THE CORRELATION BETWEEN AGE, AND OPINION ON QUALITY OF LIFE.

Age	1	2	3	4	5	6	7	8	9	10
0-16										
17-31							II	I	I	I
32-47								II	III	II
48-59									II	III
60+						I	I	III		I

This matrix seems to suggest that in our class results that most age groups scored quality of life in Shrewsbury high, 7 or above. Only one retired person scored it below with 6. The high scores support other class results and our interviews that quality of life in Shrewsbury is good.

A MATRIX GRAPH SHOWING THE CORRELATION BETWEEN AGE, AND OPINION ON QUALITY OF LIFE.

Gender	1	2	3	4	5	6	7	8	9	10
Male							II	III	II	
Female						I	I	III	III	III II

This matrix shows that females score Shrewsbury higher than males with 7 giving it 10 out of 10. It is difficult to suggest reasons why, perhaps it is the good shopping facilities?

CONCLUSION

Does the quality of life improve as you move out of the Town Centre?

Our research shows that the further away you travel from the Town Centre in Shrewsbury, the better the quality of life is. My scatter graph overall trend supports this with a positive correlation. One town centre response had a score of 6, 4km away a score of 9. However, one response 1km from the town centre scored it also 9. It is difficult to explain this as we would have to ask them in the questionnaire to give reasons. The environmental survey also supported the questionnaires. The town centre had the lowest score of 20 and Belvidere the furthest away with 28.

Does the sound level get lower, the further out of Shrewsbury you travel?

In general, the sound levels do get lower as you move away from the Town centre. The town centre had the highest with 78 decibels because of the slow traffic, narrow streets and large number of pedestrians. Porthill with 55 was a secluded quiet residential area. Belvidere the furthest away was also residential and scored 60. The odd score of 75 for Castlefields was because of it being on a main road with traffic entering and leaving the town.

Does the amount of people get less as you move away from the Town Centre?

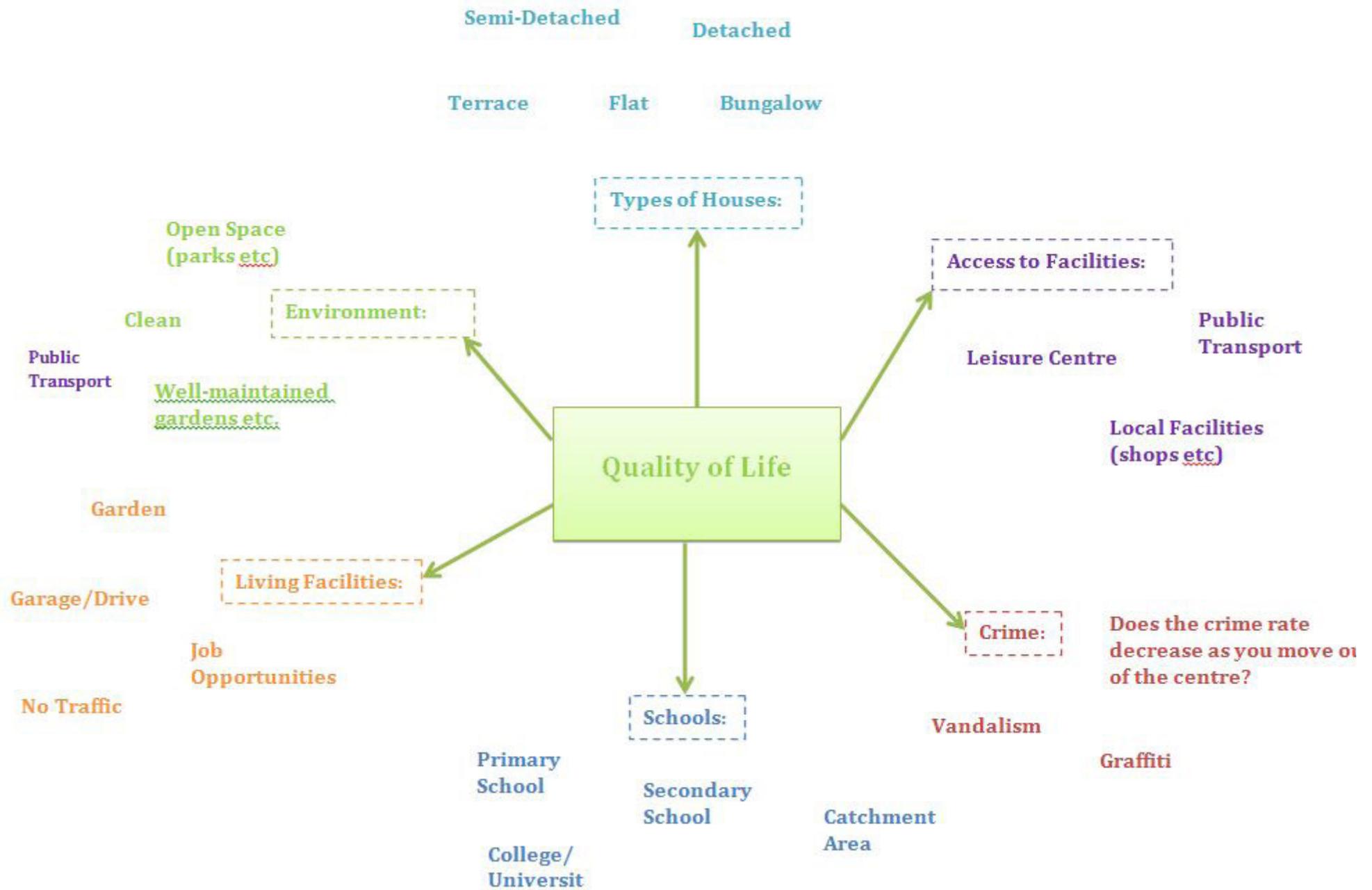
Overall our survey did support our question. The Town Centre had the highest pedestrian count of 52. This is not surprising as there are many shops and restaurants which draw in the visitors. Also, a large area in and around the shopping centre is pedestrianized. Belvidere had the lowest pedestrian count with only 1 person walking through the residential estate in 10 minutes. I think that this is due to the fact that Belvidere is home to mainly families with children who would be at school, and their parents would be at work. Porthill was slightly busier at 10 people, but is also residential. The second busiest place was Castlefields, due to the shops and takeaway's in that area.

EVALUATION

I think that overall our investigation was successful, as we managed to collect enough data between the groups to answer our three key questions about the general quality of life in the Shrewsbury.

We did have problems with the sound meter which did not work well enough so we had to reduce our measurements. The other information that we collected was fairly reliable as people were happy to answer our questions. However, our sample was a little biased as we did the surveys and questionnaire at a time when many people were at work. If we were to carry the work again it would be better to do it on a Saturday so we would have a more reliable cross section of people to interview. We could have also used census data and crime data for the four areas to produce a profile of them.

I think that the town council might find our findings interesting and could be used to support advertising Shrewsbury as a place to live or for tourism.



Comments on this controlled assessment Quality of life based upon the 2012-14 new assessment criteria:

AO2 Application of knowledge and understanding in familiar and unfamiliar contexts

- They have applied their knowledge and understanding to describe the question referring to quality of life in a mind map. They have also made reference to the King of Bhutan and David Cameron. Level 3
- They have stated key questions and expectations on a methodology table. Level 3
- They have located Shrewsbury on two maps and described its character in annotated photographs. Level 3 just, needed maps of the 3 residential study areas and CBD.
- They have described and explained in consistently detailed way. Level 3
- The use of a mind map is a very suitable technique for showing the context of an enquiry, particularly where there is a variety of aspects which could be investigated.

Overall level 3 22 marks

AO3 Selection and use of a variety of skills, techniques and technologies to investigate, analyse and evaluate questions and issues:

Selection, investigation and presentation.

- They have suggested a wide variety of fieldwork techniques, questionnaire, interviews, environmental surveys, photographs etc. linked to the key questions in a methodology table. Level 3
- They have collected and accurately recorded their data in individual data tables. Their class questionnaire results should have been included. Level 3
- They have presented their data in a wide range of appropriate maps, graphs (scatter, pies, bars and proportional symbols) and diagrams. Level 3
- Their work is word processed and SPAG is accurate. Meaning is communicated clearly. Level 3
- They have written with precision and succinctness, but just exceed the word limit.

Overall Level 3 16 marks

Overall 15/18

AO3 Selection and use of a variety of skills, techniques and technologies to investigate, analyse and evaluate questions and issues:

Analysis and evaluation.

- Interpretation of evidence is well integrated in the study to provide a coherent link with results and graphs. Level 3
- They have used their analysis to draw substantiated conclusions with data for each of the three key questions. Level 3
- A critical evaluation of the success and usefulness of their enquiry is made. Level 3
- They have analysed thoroughly including limitations in their methodology table and in their evaluation. Level 3
- They have made reasoned suggestions for possible solutions and extensions to their enquiry. However, there could have been more elaboration of how to overcome the problems of the unreliable sound meter and concerns over bias. There is mention of extension work involving census and crime data but this is not developed. Maybe the candidate could have returned to the mind map to provide reasons for the extension activities. Level 3

Overall level 3 16 marks

Overall this is top level 3 with 54 marks out of 60.

Comments on this controlled assessment Fieldwork Focus based upon the 2012-14 new assessment criteria:

AO2 Application of knowledge and understanding in familiar and unfamiliar contexts

- They have described the enquiry question in a wide range and variety of contexts making reference to the Bradshaw model and W.M. Davis. They have also made reference to the River Tees and Colorado and river processes and features. L3
- They have broken the title down into questions and justified them. They have also suggested in detail expected outcomes with justifications. L3
- They have given some background to the study area and included maps to show its location at different scales. They have given reasons for using Ashes Hollow as their study area. They could have given more place detail in particular why it is an AONB and owned by the National Trust, and its geology and recent glacial history. They could have also included more annotated photographs showing the wider landscape of the valley with interlocking spurs and other features. This only just meets level 3. L3
- They have described and explained their evidence in a detailed way. Their descriptions made reference to their data and they gave explanations throughout. L3

Overall 22/24

AO3 Selection and use of a variety of skills, techniques and technologies to investigate, analyse and evaluate questions and issues:

Selection, investigation and presentation.

- They have suggested a wide variety of techniques including the measurement of stream width, depth and floodplain width. They have taken a number of photographs to illustrate their methods. They have justified their sampling methods and techniques. They should have researched the geological and glacial history of the area. This only just reaches level 3. L3
- They have collected and accurately recorded evidence from a wide range of sources, mainly fieldwork. The data collected has been put into very clear tables. They have used the internet and textbooks to obtain further evidence. L3
- They have presented their data in a wide range of appropriate maps, graphs and diagrams. They have drawn bar charts onto an aerial image, scattergraphs, dispersion diagram, maps to show the study area location and labelled photographs. Graphs to show the cross sectional area of the channels could have been drawn for some of the sites and a wider range of photographs could have been taken and annotated rather than labelled. This only just meets level 3. L3
- Their written work is legible and spelling, grammar and punctuation are accurate. They communicated well. L3
- They have written with precision and succinctness and within the 2000 word limit. L3

Overall 15/18

AO3 Selection and use of a variety of skills, techniques and technologies to investigate, analyse and evaluate questions and issues:

Analysis and evaluation.

- They have critically analysed and interpreted some of their evidence. Their analysis of their data included a comparison to their expected outcomes. They did recognise that other factors such as geology and glacial history might be relevant, but did not investigate this. They used spearman rank correlation to analyse the significance of their findings. This convincingly meets level 2. L2
- They made reference to their graphs and data to make substantiated conclusions. L3
- They made an overall critical evaluation of the success of their enquiry. They did not suggest how useful their findings might be to the National Trust education centre at Cardingmill Valley or other schools studying rivers. L2
- They recognised some limitations to their enquiry, but needed to give more detail for their methods and the range of data collected. L2
- They made some suggestions of how to improve their enquiry. This needed to be justified in more detail. L2

Overall 13/18**Overall 50/60**

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