

2016 specification
first exams in 2018



GCSE OCR B

Case Studies with Exam Prep

Topic 7: The UK in the 21st Century

Bristol, UK: A Changing Economic Hub

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Teacher's Introduction

This resource has been developed to provide case studies and exam preparation material to support the GCSE OCR B specification (J384) **Topic 7: UK in the 21st Century**.

This detailed case study is on **Bristol, UK**, representing a city in an **economic hub** and its significance to its region and to the UK.

The case study includes a main content section which can be used as part of a lesson plan or distributed to students for self-guided research; a selection of ICT interactive links to further students' research around each topic and a set of Springboard Images and discussion questions (also available as a PPT file accessible by digital download) which makes a fantastic starter activity.

A webpage containing all the links listed in this resource is conveniently provided on ZigZag Education's website at zzed.uk/8866



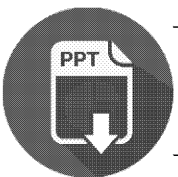
You may find this helpful for accessing the websites rather than typing in each URL.

The exam preparation section which follows the case study contains a summary table, bringing together all of the key facts and figures relating to the case study; rapid-fire revision questions (with answers) to help recall and retention of the main points; and an exam-style question and mark scheme, written in the style of the OCR B sample material, so that students can practice answering questions relating to case studies and applying relevant knowledge in their answers.

The resource may be used as a source of reference for the required case studies for individual study, or for group work leading to discussion or debate. Subheadings in the information sections are designed to enable tabulated comparisons of social, economic and environmental impacts.

Other detailed case studies are available for this topic area and illustrate the UK's position within a global conflict, and through a study of food culture:

- The Iraq War
- Curry in the UK



A PowerPoint presentation containing the Springboard Images starter activity to accompany this resource is available as a free digital download. Just register for free updates using the link below to download all available content for your school or purchasing site.

November 2018

Free Updates!

Register your email address to receive any future free updates* made to this resource or other Geography resources your school has purchased, and details of any promotions for your subject.

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Part 1 – Case Study



Content

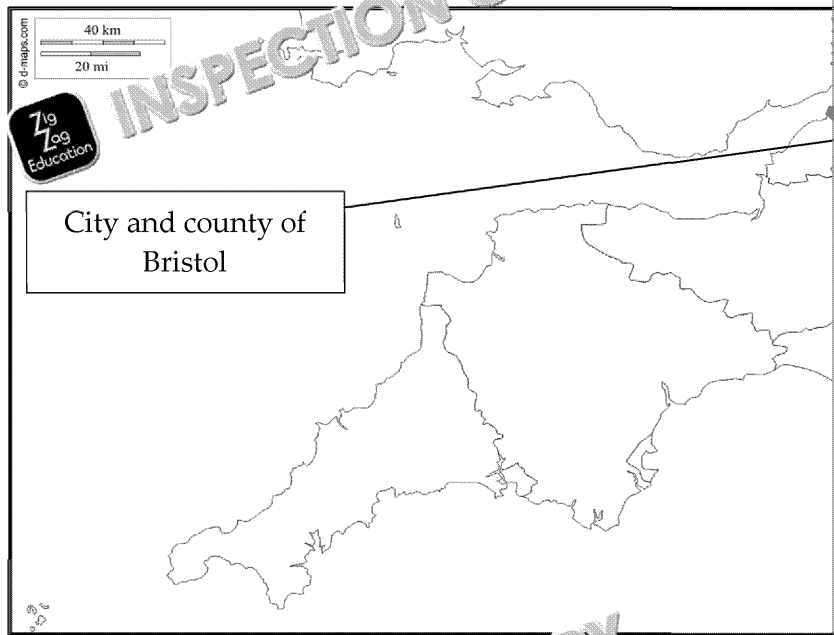


Figure 1: Map showing the location of Bristol County in the south-west of England.
Source: http://www.d-maps.com/carte.php?num_car=164

Background

Bristol is a city in the south-west of England, close to the Bristol Channel. It is in common with many other metropolitan areas in the UK, is both a city and a county. The GDP per capita for Bristol alone is £46,000, compared to the UK average of £40,000, making it one of the UK's key economic hubs. The quote to the right demonstrates how the new industries and high productivity have created a positive working culture for Bristol.

'The buzz of a major English city make a positive national economic impact. Bristol is the largest silicon valley in the UK.'

Source: Guardian

Bristol as an Economic Hub

Bristol has a very successful economy, which benefits not only the city and region but is incredibly important for the region and the country as a whole. The city has the second largest economy after London, according to the Office of National Statistics (ONS) for the south-west. Between 2009 and 2014 Bristol's economy grew by an impressive 10%, with increases being seen in manufacturing, services, agriculture and construction.

At present, Bristol's economy is characterised by high productivity, a diverse range of industries, a high level of employment, and a well-educated and highly-skilled workforce. The city's success is due to its incredibly important for Bristol's economy, along with financial services and tourism. The diverse range of sectors contributing to Bristol's economy has been a key to the city's success, as it is not overly dependent on one area and is therefore better able to withstand economic fluctuations and changes. This meant the city was not as affected by the 2008 financial crisis as many of the UK's other core cities, and was able to assist in the recovery of the region.

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Employment statistics for 2015–20



Figure 2: Employment statistics for Bristol and the UK

Figure 2 shows a range of key statistics for employment in Bristol. Compared to the national situation is favourable. Bristol has a higher percentage of people in high skilled jobs and a lower percentage in low skilled jobs – due to high education rates in the city and its diverse industries. The number of economically active people is higher than in the UK.

Economic Changes in Bristol

Bristol Temple Quarter Enterprise Zone

The Bristol Temple Quarter Enterprise Zone was opened for business in 2012. The developments expected to take place in the development will provide space for residential and leisure uses. The development of the Enterprise Zone is expected to create 17,000 jobs in the Bristol economy. While most other core cities have chosen to develop Enterprise Zones outside the city centre, where there is more space and land is cheaper, Bristol has chosen to develop the Enterprise Zone in the heart of the city and just a few minutes from the city centre station. That has attracted a large number of big businesses, who prefer to be in the centre of the city, rather than in the outskirts.

The Enterprise Zone has already been occupied by some top financial and professional services firms who are establishing themselves within Bristol's growing quaternary sector. Companies like Google and Osborne Clark are two examples of international businesses that have offices in the zone. Within four years of opening, 3,000 jobs had been created within the Enterprise Zone. The zone is expected to be creating 17,000 jobs when the development is complete. This Bristol Temple Quarter Enterprise Zone is a key example of how the employment sectors in Bristol are changing.

Regional Significance	National Significance
<ul style="list-style-type: none">The development will involve improvement of public transport services between the city and the surrounding areas.The transport improvements will benefit not only the people working in the Enterprise Zone but also people living and working in the surrounding area.The creation of jobs will provide opportunities to people further afield than the city of Bristol alone.An increased number of people working in the area will benefit local cafes and restaurants.	<ul style="list-style-type: none">The development is a key part of the regeneration project in the city of Bristol.Transport will be improved in the city of London. This may have a positive impact on the city of Bristol and the surrounding area.The growth of Bristol will have a positive impact on the rest of the country.

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Bristol and Bath Science Park

Bristol and Bath Science Park is located in Emersons Green in north-east Bristol. While the park is already occupied by 40 businesses, the completion date is 2015. The development cost £300 million and is expected to provide 6,000 jobs once finished. The park works in collaboration with the University of Bristol, the University of Bath, the University of the West of England and aims to showcase the best scientific, academic and commercial research across the south-west of England.

A number of top technology firms are now working from the 59-acre site, including the National Composites Centre (NCC). NCC carries out leading research and technological development, and received £28 million in funding from the government in 2012. NCC has industrial scale advanced manufacturing facilities for composites, and aims to make the manufacturing of composites more economically competitive and environmentally responsible. The business is the UK's hub for composite manufacturing technologies, and shows how the manufacturing sector within Bristol is continuing to develop and has evolved substantially since the industrial revolution. While many of Bristol's original factories that were part of the industrialisation have now closed down, the manufacturing sector in Bristol is becoming a key part of the economy of the city, and of the UK.

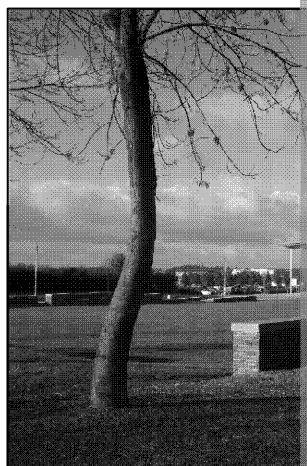


Figure 3: Bristol and Bath Science Park

Although Bristol was once a major port, the biggest employer now is the high-tech jobs, such as those at the Bristol and Bath Science Park, are growing in the fields of engineering and robotics.

Regional Significance	National Significance
<ul style="list-style-type: none"> Local businesses (restaurants, cafes, supermarkets, etc.) in the surrounding area will benefit from people moving to the area for work. The area will develop a reputation for providing leading research and technological developments. New jobs are provided for highly educated and skilled professionals. Increased congestion in the local area due to a large number of people commuting to the science park for work. 	<ul style="list-style-type: none"> Offers a space for technological development. The research and development at the research park will help to revolutionise the industry. For example the research park will help to revolutionise the industry. Businesses may benefit from the research NCC has done, which will have a positive effect on the place.

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The Mall at Cribbs Causeway Shopping Centre
The Mall at Cribbs Causeway is an out of town shopping centre located to the north of Bristol, just three minutes from the M4/M5 interchange. The Mall opened in 1998 but an application has recently been submitted to increase the size of the Mall by over half. The extension is expected to cost £300 million and is expected to create 3,000 construction jobs and 3,750 permanent jobs.

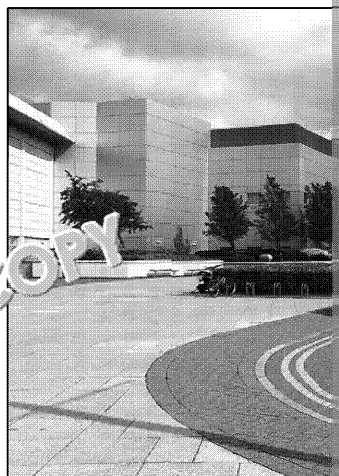


Figure 4: The Mall

The annual turnover of the Mall at the shopping centre is 12 million, with shoppers travelling from Bristol, Bath, Somerset, Gloucestershire, Wiltshire and South Wales. The Mall is branded as a luxury day out, with restaurants and facilities also located at the centre along with the retail shops. The planned expansion includes new retail spaces, leisure facilities and restaurants, as well as community spaces. Bristol City Council hoped the development will attract even more visitors and big-name retailers.

While the Mall has a positive impact on the local economy, through the provision of jobs and income for the people of Westbury on Trym, Bradley Stoke, Filton and Stoke Gifford, the Mall's contribution to GDP, it has also had a negative impact elsewhere. The Mall has already had a negative impact on Bristol's city centre, as fewer shoppers visit the centre in favour of travelling to the Mall for shopping. There are concerns that the expansion, should it go ahead, will further reduce the vitality of the city centre of Bristol, and other nearby towns and cities. Bristol City Council has expressed concerns that the development does not support the city's efforts to maintain a thriving and vibrant city centre.

Regional Significance	National Significance
<ul style="list-style-type: none"> Bristol City Council, North Somerset Council, Taunton Deane Borough Council, Bath and North East Somerset Council, Forest of Dean District Council, and Newport City Council have all filed objections against the expansion plans due to concerns there will be a severe negative impact on the city centres of these areas. The expansion could draw expenditure from many towns and cities, particularly Bath city centre and Keynsham. The centre contributes to urban sprawl, as it was initially built on a greenfield site. Congestion in the area will increase with increased shopping and employees travelling into the area from the centre. 	<ul style="list-style-type: none"> The expansion is consistent with the city's strategy to support city centre vitality.

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Figure 5: Location of the old Bristol port and the new port at Avonmouth. Source: Google Earth; US Dept of State Geographer © 2016 Google. Image Landsat. Data SIO, NOAA, U.S. Navy, NGA, GEBCO

Regional Significance	National Significance
<ul style="list-style-type: none"> Bristol Port is the largest port in the south west region. 575 people are employed directly through the port, and a further 10,000 jobs in the south-west depend on port-based businesses. The port is continuing to increase its share of regional port traffic, and so the influence and importance of the port in a regional context is only expected to increase. 	<ul style="list-style-type: none"> It is estimated that Bristol dependent businesses contribute 0.1% to the UK's GDP. 25% of the UK's aviation is handled via Bristol port. 10% of the UK's coal imports and power generation are imported via Bristol port.



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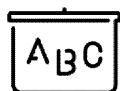
Fact Table

GDP of Bristol:	£46,000
Average UK GDP:	£40,000
Bristol's economic growth between 2009 and 2014:	62%
Opening of the Bristol Temple Meads Enterprise Zone:	2012
Expected annual contribution of the Enterprise Zone to Bristol's economy:	£100 million
Number of jobs created in the Enterprise Zone within four years of opening:	3,000
Target number of jobs created by the Enterprise Zone:	17,000
Opening of the Bristol and Bath Science Park:	2011
Completion date for the Science Park:	2033
Cost of the development of the Science Park:	£300 million
Opening of the Mall at Cribbs Causeway:	1998
Cost of the planned expansion of the Mall:	£300 million
Number of jobs created through the expansion of the Mall:	5,000 construction jobs and 10,000 other jobs
Current annual footfall at the shopping centre:	12 million
Year Bristol was named European Green Capital:	2015
Amount the city has committed to investing in the transport system:	£400 million
Decrease in domestic energy use between 2005 and 2010:	16%
Increase in people cycling to work between 2001 and 2011:	94%
Year Bristol Port was privatised:	1991
Contribution of Bristol Port to the UK's GDP:	£1 billion
Number of jobs created through Bristol Port:	575 people employed directly 10,000 jobs in the south-west business
Percentage of the UK's aviation fuels that are imported via Bristol Port:	25%
Percentage of the UK's air imports for electricity generation imported via Bristol Port:	10%

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Key Terms

Economic hub:	A city or area where economic growth is high.
Regional significance:	The impact of the city on the part of the country.
National significance:	The impact of the city on the whole country.
Core cities:	Cities with large and successful economies that are the heart of the city.
Productivity:	The amount of output that can be obtained from a given input.
Economic capital:	The city with the highest financial growth and investment.
Enterprise:	Innovative business development.
Economic fluctuations:	Changes in the level of income in a city, region or country.
Recession:	A period of economic decline.
Enterprise Zone:	An area designed to encourage business growth through tax incentives.
Quaternary sector:	The part of the economy that is based on the knowledge economy.
National Composites Centre (NCC):	A government launched establishment that is responsible for the design and manufacture of high quality composite materials.
Composite:	A material produced from at least two other materials.
Entrepreneurs:	Someone who starts their own business.
Urban sprawl:	The outward expansion of a city.
Energy mix:	The combination of different energy resources used to generate electricity.
Privatise:	The buying of a previously publicly owned business or service by a private organisation.
Natural asset:	A characteristic of the natural environment that can be used for economic development.

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ICT Interactive Page

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Interesting Websites

-  <http://www.bristoltemplequarter.com/timeline>
This website contains a timeline of some of the current and future plans for the Bristol Temple Quarter Enterprise Zone.

News articles

-  http://www.gazetteseries.co.uk/news/thornburynews/14302462.Expansion_of_Mall_at_City_Park_Causeway_delayed_after_committee_defers_decision/
This article provides details of the proposed expansion at the Mall at City Park and the reasons for objections against the development.
-  <http://www.bbc.co.uk/news/uk-england-bristol-37928007>
This short news article highlights how the Bristol and Bath Science Park is influencing national decision making.

Videos

-  <https://www.youtube.com/watch?v=ogyiccFv8j0>
This video explains gives some more background information to Bristol's Green Capital.

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Springboards

Springboard 1 – Bristol Port



1. Where was Bristol's port originally located and where did it move to?
2. Why is the port shown in the photograph more suitable than the original location?
3. Why is this location significant on a regional and national scale?

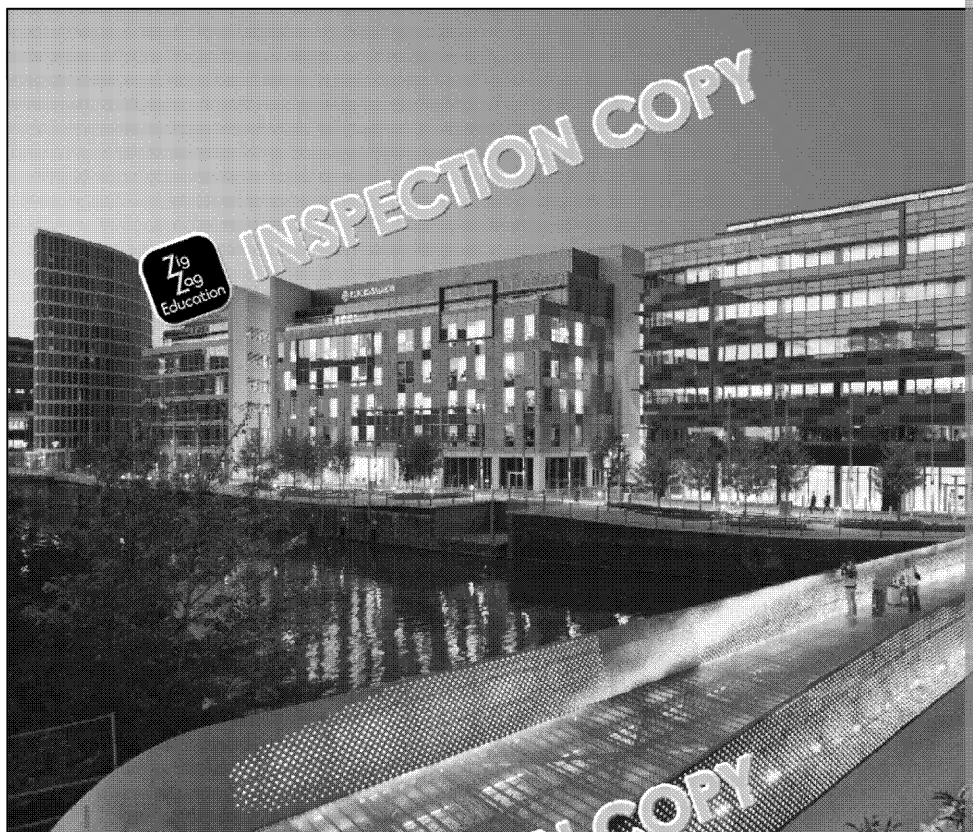


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1. Where did Bristol City Council choose to locate the Enterprise Zone, and how does this compare to most other cities?
2. Why do you think the location of the Enterprise Zone proved to be beneficial?
3. Bristol Temple Quarter Enterprise Zone is expected to generate substantial economic growth for Bristol, but what impact will the Enterprise Zone have on the rest of the city?

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1. What does this photo tell us about the changing manufacturing industry?
2. What does the National Composites Centre tell us about Bristol's current industry?
3. The NCC is based in the Bristol and Bath Science Park. How will the science park affect the region?



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Springboard Suggested Answers:

Springboard 1:

1.	<ul style="list-style-type: none"> Was located in the city centre and may not have been a port over the centuries.
2.	<ul style="list-style-type: none"> The volume and size of the port got too big for the port in the city centre. If the port stayed in the city centre Bristol would not have been able to expand. The port is on the mouth of the river so ships do not have to travel a long way up the river. At the port in the photo there is more room for expansion. The business in the city centre meant that the port would not have been able to grow.
3.	<p>Regional:</p> <ul style="list-style-type: none"> 575 people are directly employed with the port. Further 10,000 jobs are dependent on port-based businesses. The port is increasing its share of regional port traffic. It is a key natural asset. <p>National:</p> <ul style="list-style-type: none"> Bristol port and the dependent businesses contribute £1 billion to the UK economy. 25% of the UK's aviation fuels are imported via Bristol port. 10% of UK's coal imports for electricity are imported via Bristol port.

Springboard 2:

1.	<ul style="list-style-type: none"> In the city centre. Just a few minutes from the city's main train station. Other cities choose to build on the outskirts of the city where there is more space.
2.	<ul style="list-style-type: none"> Big businesses often prefer to be located in the bustling city centre. The Zone attracted a number of these businesses such as Osborne Clarke.
3.	<ul style="list-style-type: none"> Improved transport between Bristol and London may mean people can commute to London to work. It is the largest urban regeneration project in the UK. The GDP generated by the business activity will also positively impact the local economy.

Springboard 3:

1.	<ul style="list-style-type: none"> Manufacturing industry has decreased. Many factories have closed down.
2.	<ul style="list-style-type: none"> Manufacturing has developed to be much more high-tech. The manufacturing sector in Bristol has advanced/evolved. Manufacturing companies are more environmentally responsible. Bristol is important for composites manufacturing – NCC is a key player.
3.	<ul style="list-style-type: none"> Local businesses in the surrounding area will benefit from people moving to the area. The area will develop a reputation for providing leading research and development. New jobs are provided for highly educated and skilled professionals. Increased congestion in the local area due to a large number of people working in the science park for work.

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Summary



Bristol - a Changing Economic Hub

- Bristol is located in south west England.
- Bristol's GDP per capita is £46,000 which is above the UK average of £44,000.
- Bristol is an important economic hub and has both regional and national significance.
- Bristol's economy is characterised by high productivity, a diverse range of industries, high levels of enterprise, and a well-educated and highly-skilled workforce.
- The aerospace and defence industries are incredibly important for Bristol. Other key sectors include financial services, IT, media and tourism.
- When compared to national averages, Bristol has a higher percentage of skilled jobs, a higher number of people educated to degree level and a higher percentage of economically active people.
- Bristol Temple Quarter Enterprise Zone opened in 2012 and is expected to contribute significantly in the next year to Bristol's economy. The Enterprise Zone is home to some top international companies such as PwC and Osborne Clark. This is evidence of the growing quaternary sector based in the knowledge economy.
- Bristol and Bath Science Park opened in 2011 and is now home to the National Centre for Excellence in Manufacturing (NCC). The NCC has facilities for the research and industrial scale manufacturing of new products and is evidence of how Bristol's manufacturing sector is still present, but evolving. It is a key part of the manufacturing of the Industrial Revolution. The Bristol and Bath Science Park is also home to a growing number of creative and high-tech jobs in the city.
- The M3200 Causeway Shopping Centre was built in 1998 but planned for a £300 million expansion. While the expansion will benefit the local economy through the creation of jobs and GDP, there are concerns from the councils in the region that the expansion will have damaging effects on the city centres in other towns and cities. The centre has been criticised for not reflecting national policies to maintain thriving city centres.
- Bristol was awarded the title of European Green Capital in 2015 as a recognition of its status as a city that allowed significant economic growth while also decreasing carbon emissions. It is seen as a greener, happier, healthier and successful city. Bristol is portrayed as a model for other European cities to show that economic growth can be sustainable.
- Bristol's port was originally located in the centre of the city, as the size of the city grew and the port increased it became evident that the central port was not sufficient. The port was moved to Avonmouth and was privatised in 1991. The port is a key natural asset and plays an important role in supporting local, regional and national economies. It is also a key part of Bristol's oldest economic sector, and the sector on which the city was founded.

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Quick-fire-Questions

1.	What is Bristol's...	
2.	By how much did Bristol's economy grow between 2009 and 2014?	
3.	Are a higher percentage of Bristol's population employed in low skilled or high skilled jobs?	
4.	How much is the Bristol Temple Quarter Enterprise Zone expected to generate for Bristol's economy each year once it has been fully developed?	
5.	How many jobs were created in the Bristol Temple Quarter Enterprise Zone within the first five years of opening?	
6.	What universities in Bristol and Bath Science Park work in collaboration with?	
7.	How much is the proposed expansion of the Mall at Cribbs Causeway expected to cost?	
8.	What year was Bristol awarded the title of European Green Capital?	
9.	By how much did the number of people who cycle to work in Bristol increase between 2001 and 2011?	
10.	How much does Bristol port and its independent businesses contribute to the UK's economy?	

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Quick-fire Answers

1.	What is Bristol's GDP?	£46,000
2.	By how much did Bristol's economy grow between 2009 and 2011?	19.2%
3.	Are a higher percentage of Bristol's population employed in low skilled or high skilled jobs?	High skilled jobs
4.	How much is the Bristol Temple Quarter Enterprise Zone expected to generate for Bristol's economy each year once it has been fully developed?	£100 million
5.	How many jobs were created in the Bristol Temple Quarter Enterprise Zone within the first five years of opening?	3,000 jobs
6.	What universities in the area and Bath Science Park working in collaboration with?	University of Bristol, University of Bath
7.	How much is the proposed expansion of the Mall at Cribbs Causeway expected to cost?	£300 million
8.	What year was Bristol awarded the title of European Green Capital?	2015
9.	By how much did the number of people who cycle to work in Bristol increase between 2001 and 2011?	94%
10.	How much does Bristol and the dependent businesses contribute to the UK's economy?	£1 billion

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Extension Questions

1. Explain why there are objections to the expansion of Cribbs Causeway region.
2. How does Bristol's manufacturing sector in the present day compare with the information you have learnt about the Bristol and Bath Science Park?
3. How has Bristol's title as European Green Capital in 2015, shaped the present day?
4. How will the Bristol Temple Quarter Enterprise Zone impact positively businesses in the surrounding area?
5. Describe the history of Bristol's Port and why it is still significant to the present day.

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Extension Answers

1.
 - Shoppers come from Bristol, Bath, Somerset, Gloucestershire, Wiltshire and
 - Expansion of the shopping centre will encourage people to spend their money in their home towns.
 - It will increase congestion in the area.
 - The expansion does not prevent attempts at maintaining thriving city centres.
2.
 - The manufacturing work at the Science Park is more advanced and has had to adapt.
 - The current manufacturing industry is high-tech.
 - The research and technological development is beneficial for the whole of the region.
 - received a grant from the UK government.
 - The manufacturing work of NCC strives to be economically competitive and socially responsible.
 - Environmental responsibility would not have been a key objective in the early 1990s.
3.
 - Policies and strategies were rolled out to reduce domestic energy use.
 - Policies and strategies were rolled out to encourage people to cycle to work and to reduce congestion.
 - Policies and strategies have been rolled out to increase the amount of energy generated from renewable sources.
 - Policy-makers were encouraged to think about the needs of children in Bristol.
 - £400 million of investment has been committed to improve the transport systems.
 - Economic growth was still prioritised, although continued but sustainable.
4.
 - Creation of 17,000 jobs.
 - Opportunity to work with top service firms without moving to London.
 - The development will help reduce Bristol's housing shortage.
 - Local businesses and restaurants will benefit from the increased number of people working in the area.
 - The improvements to transport services will benefit those working within the surrounding area.
5.
 - Port was originally located in the city centre.
 - Over the nineteenth and twentieth centuries it gradually moved to Avonmouth.
 - It was privatised in 1991.
 - £475 million has been invested in the port since privatisation.
 - It is a key natural asset.
 - Contributes more than £1 billion to the UK's GDP.
 - Provides jobs – 575 directly through the port and a further 10,000 jobs in port-based businesses.
 - The port is increasing its share of regional port tonnage, so its regional significance is growing.
 - 25% of the UK's aviation fuels are imported via Bristol port.
 - 10% of the UK's coal imports for electricity generation are imported via Bristol port.

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Exam-style Question

- (1) Explain how the changes experienced in a UK economy have national influences.

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Question 1

Explain how the changes experienced in a UK economic hub can have national impacts.

Level Marking

Level	Mark	Description
1	1–2	<ul style="list-style-type: none">The student evidences basic knowledge of the AO1The student evidences limited understanding of the links between places, environments and peopleThe ideas expressed by the student are limitedA named example is provided but place-specific details are missing
2	3–4	<ul style="list-style-type: none">The student evidences some knowledge of the AO1The student evidences good understanding of the links between places, environments and peopleThe ideas expressed by the student are clearA named example is provided with some place-specific details
3	5–6	<ul style="list-style-type: none">The student evidences thorough knowledge of the AO1The student evidences a firm understanding of the links between places, environments and peopleIdeas expressed by the student are in-depthA named example and place-specific details are provided

Indicative Content:

- The student must discuss the changes that have occurred in a particular area studied.
- The student must discuss how these changes have impacted on the country.

Suggested Content:

- Bristol, a city in the south west of England, is one of the UK's key economic hubs.
- Bristol's new Enterprise Zone opened in 2012 and was one of the first regeneration projects. This development means transport between Bristol and the rest of the country, extending transport links across the country and increasing the ease of travel across the country to work. The growth in Bristol's GDP that will be facilitated by this will have positive knock on effects throughout the country.
- Bristol and Bath Science Park is another development in Bristol that offers opportunities for world leading research and technology, improving the research and development platform. The work carried out in the Science Park will revolutionise the UK's manufacturing industry, benefitting people and the environment. There may be some negative effect on the rest of the country as some businesses may relocate to the new business park due to its excellent facilities.
- The Mall at Cribbs Causeway opened in 1998 and there has recently been a major expansion of the Mall. The Mall has been criticised as having a negative impact on the country, as it does not align with national policies designed to support the growth of the manufacturing industry.

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