

Similarities and Differences

Birmingham Revision Guide

Key Questions

- What affects people's perceptions and personal geographies?
- Where is Birmingham at a regional/national/international scale?
- What is Birmingham like in terms of built landscape, transport, economy, people, employment, physical landscape and climate?
- Why do people have different perceptions of the Bull Ring development?
- How do we measure how good a place is using reliable data?
- What links are there in Birmingham to its past?
- How does Birmingham influence/be influenced by other places in the UK (national) and around the world?
- What is the impact of tourism in Birmingham?
- How has the Brindley place development changed Birmingham (social/economic/environmental)?
- How will the eastside project change Birmingham in the future (sustainable development)?

Keywords

- | | |
|------------------------|-------------------------|
| Location | Personal geographies |
| Landscape | Perception |
| Primary/secondary data | Regional |
| Reliability/bias | National |
| MEDC | International |
| LEDC | Climate |
| Migration | Influence |
| Social | Links |
| Economic | Tourism |
| Environmental | Regeneration |
| Impact | Sustainable development |
| Transport | Brownfield site |
| Employment | Multiplier effect |
| Level of development | Investment |

Exam Tips to Remember

- 1) Read the question twice and highlight the keywords
- 2) Make sure you understand the command word – if you get mixed up you might get no marks
- 3) Make a note of any keywords or ideas you need to include in your answer by the question or in the margin
- 4) Look how many marks the question is worth and work out how to tackle the question
- 5) Make sure you write in sentences and fully explain your point
- 6) Use facts/figures/names etc to add detail
- 7) Do not give up – always have a go!!

Exam Command Words

- Describe – say what it is like
- Explain – give reasons for (because.....)
- Justify – give reasons for why you chose something
- Label – describe (using an arrow and words)
- Annotate – add explanation to your label
- Discuss the **extent** – give a balanced argument
- Contrast – compare two things together

Personal Geographies

People are unique – which means everyone is different. We all have our own personality and this means we all have our own personal geography. Personal geographies are how we interact with the world around us. Our personal geographies may stretch to the other side of the world – but Birmingham is the centre of the all our personal geographies as it is where we live.

Factors that can affect our personal geographies:

- ✓ Age
- ✓ Gender
- ✓ Culture and religion
- ✓ Money/class
- ✓ Family background
- ✓ Influence of friends

Example of how 'age' may affect personal geographies:

A teenager may like Star City because it has lots of fun activities to do such as ten pin bowling, a ten screen cinema and laser Quest. They might dislike Aston Hall as it is old and they find old buildings boring.

An old person might love Aston Hall as they value the history of their local area but they might hate Star City as they think it is attracting crime and trouble to the area.

How do you feel about Birmingham?

(think about the answer to this question – What do you like about Birmingham? What do you dislike?)

How might a unemployed 25 year-old male feel about Birmingham?

(think about what would be important to this person – jobs, nightlife, cheap housing – does Birmingham offer this to their people?)

Location of Birmingham

Birmingham is where we all live – but where is it? You need to be able to describe the location at different scales:

Regional scale (within the local area)

Birmingham is located in the West Midlands region of the UK. The West Midlands is made up of four counties – Birmingham is in Warwickshire which is in the east part of the West Midlands. Birmingham is in the north of Warwickshire. It is located 10 miles south-east of Wolverhampton.

National scale (within the country)

Birmingham is located in the UK in England. It is near to the centre of England, towards the west. It is located 100 miles north-west of London.

International scale (within the world)

Birmingham is located in the UK. The UK is part of Europe in the northern hemisphere. Countries which are close to the UK are France and Ireland. The city is located 1000 miles north-west of Rome.

Characteristics of Birmingham

Built landscape – Birmingham is a city settlement. It has a central region (CBD) with tall buildings, shops, offices and major transport stations. The Bull Ring is in the CBD. Surrounding the CBD is the inner city which has lots of high-rise flats, terraced housing and factories. Newtown is an example of an inner city area. Surrounding the inner city is the suburbs. The housing is detached with large gardens and there are lots of open spaces and parks. Sutton Coldfield is in the suburbs of Birmingham, with lots of million pound houses and a massive park (Sutton Park).

Transport – Birmingham has an international airport called Birmingham International which has links to all four corners of the world. There are three major train stations in the city centre – Birmingham New Street is the biggest. National Express, the biggest coach company in the UK have their headquarters at the Digbeth coach station which is the centre of a major coach network. Buses such as the number 11 also run around the city and through the city centre. There is also a major motorway network. The M6 joins the North-West to Birmingham (Liverpool and Manchester). The M1 joins to the north-east (Leeds and Newcastle). The M40 joins Birmingham to the south-east (London).

Economy – The majority of the jobs and economic activity are tertiary (service sector) accounting for 83% of all economic activity. This sector is continuing to grow as Birmingham changes. A smaller percentage of economic activity is secondary (manufacturing) with 16%. This sector is shrinking as more and more factories close down and move to poorer countries where costs are cheaper. A tiny fraction (1%) work in primary industry and this is farming activity. As Birmingham is an urban area there are very few opportunities to work with the land as buildings and gardens cover most of the land.

People – Birmingham is a multi-cultural society with 70% of people being white, 20% asian and 6% black. 20% of the inhabitants who live in Birmingham were born in another country which means migration into Birmingham from other countries is common. 52% of pupils in schools are non-white which shows that the population of non-white people is growing and will continue to in the future.

Employment – You need to learn the sectors which are responsible for employing people E.g. 83% of jobs are in tertiary. Also, you need to know that Birmingham's region, the West Midlands, has the second highest unemployment rate in the UK. Birmingham also has the ward (area) with the highest unemployment rate in the country, Ladywood, with 10% unemployment.

Physical landscape - Birmingham is located on the Birmingham Plateau – an area of relatively high ground, ranging around 150–300 m above sea level. It is crossed by Britain's main north-south watershed between the basins of the Rivers Severn and Trent. To the south and west of the city lie the Lickey Hills, Clent Hills and Walton Hill, which reach 1,033 feet (315 m) and have extensive views over the city. The River Tame runs across Birmingham Centre from West to East. The River Rea comes from the South-West and meets the River Tame in the centre of the city.

Climate – The climate in Birmingham is called temperate maritime. Temperate means mild – the summers are warm and winters are cool but there are no extremes of temperature. Summer temperatures are about 20°C and winter temperatures about 5°C. Maritime means wet as it rains all year around. Birmingham is normally a few degrees warmer than surrounding areas as the buildings give off some heat and keep the place warm, particularly at night. As Birmingham is slightly higher than most places there are often snow showers in winter as the altitude makes it cooler.

Explaining people's perceptions

Factors affecting perceptions:

- ✓ Age
- ✓ Gender
- ✓ Where they live
- ✓ Where they work
- ✓ How wealthy they are
- ✓ How long lived there
- ✓ Culture
- ✓ Access to transport
- ✓ Education

People will feel differently about living in Birmingham. A retired man without a car may like Birmingham because there is an excellent public transport system and lots of local shops. An unemployed school leaver might hate living in Birmingham because there are very few jobs due to the credit crunch.

Bull Ring Development

An old person might hate the Bull Ring as they think it is ugly whereas a young person might think it looks really cool and modern.

A catholic person might be against the Bull Ring development as they built the shopping centre next to a beautiful church and it spoils the landscape.

How good is Birmingham?

Everyone has an opinion of how good Birmingham is but how do you prove it – you need to measure how good it is. To do this you need to decide on a set of indicators, called criteria, which you can use to decide how good it is. The personality of the person will again influence what criteria they think are important:

Person 1 – A school teacher who lives in the suburbs of Birmingham in Sutton Coldfield:

Important criteria when measuring how good a place is:

- ✓ Education (performance of local schools – the higher GCSE rate the better)
- ✓ Housing (percentage of detached housing – the higher the better)

Person 2 – An old person who has no car and loves wildlife and being outdoors:

Important criteria when measuring how good a place is:

- ✓ Public transport (availability of buses)
- ✓ Population density (less people the better)
- ✓ Number of people per doctor (the lower the number of people per doctor the better)

When you have decided the important criteria you then need data to find out about the place – you can do this in two ways:

- 1) **Collect primary data** – This is when you collect the data in person, such as doing a questionnaire. The benefit of primary data is that it is trustworthy. The problem is that it takes a lot of time and effort to collect your own data, and the results can often be statistically insignificant if there have not been enough responses.
- 2) **Use secondary data** – This is when you use data which has already been collected and often analysed. The advantage of secondary data is that it saves time and money in comparison to collecting primary data. The disadvantages are that the data may be unreliable as you cannot guarantee that the person who collected it followed correct procedures or that it is not biased.

What can make data unreliable - Sometimes people will distort figures for their benefit. You have to be careful when reading graphs that they do not exaggerate gradients and patterns.

Which data makes Birmingham look good?

Tourism economy – there are a high percentage of tourists which visit Birmingham every year which highlights the attraction of the city

Student population – 3.0% of the population are students which shows education is a priority in Birmingham as the national figure is 2.6%

Which data makes Birmingham look bad?

Crime – Violence against the person crimes are 21.5% in Birmingham in comparison to 15% nationally (within UK)

Unemployment – 5.7% of people in Birmingham are unemployed in comparison to national figure of 3.4% (UK)

Links to the past



The past

In the 1820s, an extensive canal system had been constructed, giving greater access to natural resources to fuel the industries. The canal system was used to import raw materials such as iron ore and coal to the factories, and to transport finished goods to other places.

Link to the past

In 1995 Brindley Place replaced the old declining manufacturing plants which once lay on Broad Street at the junction of the road and canal networks. The canals are now used as a tourist attraction with boat rides and canal boat restaurants.



The past

In 1166 the holder of the manor of Birmingham, Peter de Birmingham, was granted a royal charter to hold a market in his castle, which in time became known as the Bull Ring, transforming Birmingham from a village to a market town. The de Birmingham family continued to be Lords of Birmingham until the 1530s.

Link to the past

In recent years, Birmingham has been transformed, with the construction of new squares like Centenary Square and Millennium Place. Old streets, buildings and canals have been restored, the pedestrian subways have been removed, and the Bull Ring shopping centre has been



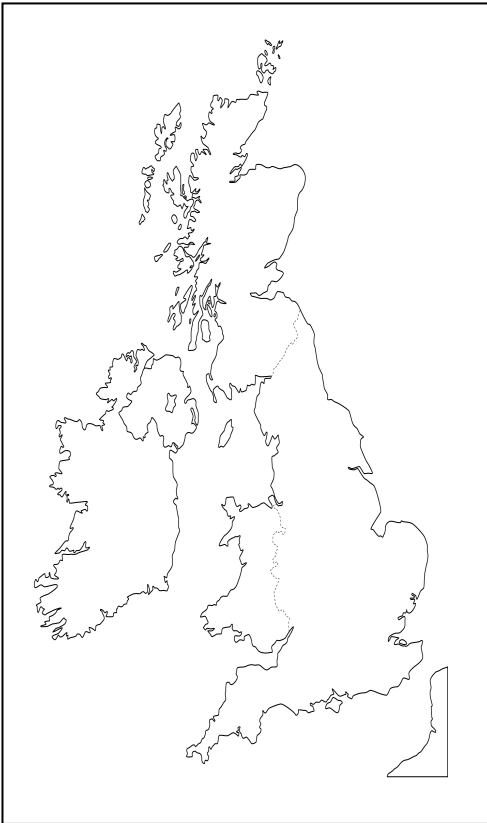
The past

The new Royal mail sorting office for Birmingham was built in 1970. When completed, it was the largest mechanised letters and parcels sorting office in the country with a floor area of 20 acres (81,000 m²) and the largest building in Birmingham. A tunnel was constructed between the site and New Street station for letters to be delivered directly to the office.

Link to the past

The Mailbox, built in 1998, takes its name because it was built on the old site of the Royal Mail Sorting Office. It is now referred to as the dining quarter as it has many bars and restaurants overlooking the old industrial canals.

National Links



Birmingham has a big influence (effect) on other places:

Locally/regionally – people travel to Birmingham for work from surrounding towns such as Walsall and Wolverhampton – they may work for a large business such as Jaguar and Cadbury. People will travel to Birmingham for shopping at the Bull Ring or to watch Premiership football matches at Aston Villa.

Regionally – Birmingham has an influence on the Peak District National Park as tourists from the city go there in the summer to enjoy the peaceful countryside and beautiful views. City workers sometimes buy ‘second homes’ which causes the price of housing to rise which is bad for locals.

Nationally – Birmingham has links with London. There are strong transport links as there is a high-speed train link allowing flows of workers in both directions as the two cities trade. One way they trade is by Birmingham selling Jewellery made in the Jewellery Quarter to be sold in the high street jewellers in London. Another way is by people from London travelling to Birmingham for conferences at places such as the ICC (International Convention Centre) and NEC (National Exhibition Centre)

International Links

Pakistan – there are 130,000 inhabitants from Pakistan in Birmingham. There are lots of shops catering for Pakistani people and mosques (as they are mainly Muslims). The home of the Islamic Bank of England is in Birmingham which is due to the number of people who speak Urdu or Punjabi.

Caribbean Islands (Jamaica) - there are 50,000 inhabitants in Birmingham from Caribbean. Towns such as Newtown and Nechells have a majority black population. There are Caribbean fast food places to serve this population. Two very famous sportsmen have played for Birmingham teams – Brian Lara (cricket for Warwickshire) and Dwight Yorke (football for Aston Villa)

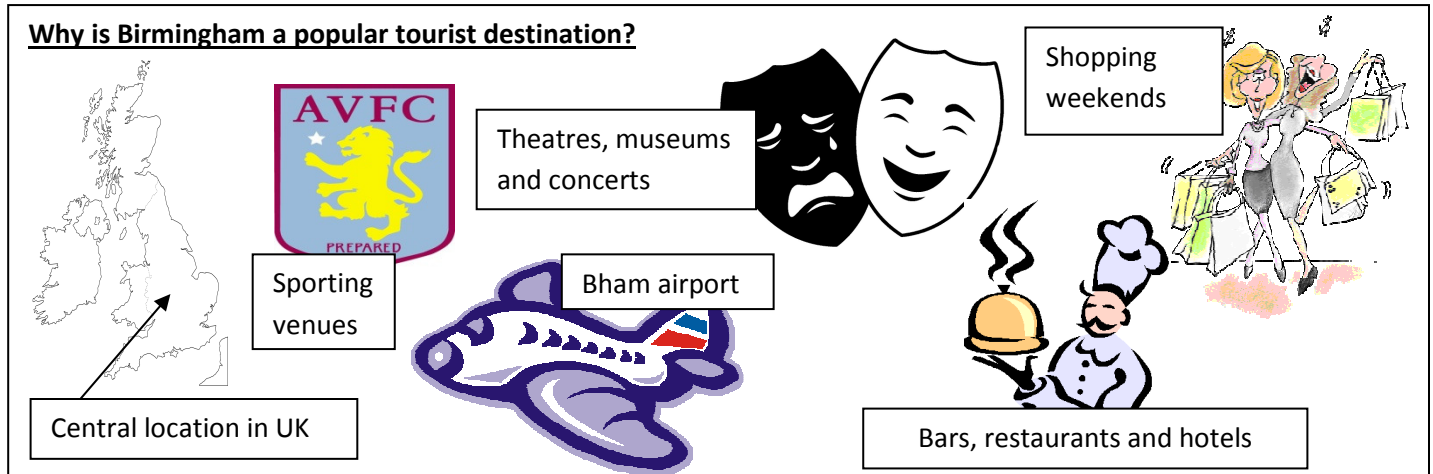


China - there are 7,000 Chinese people in Birmingham. They often own and work in Chinese food outlets. In the city there is a Chinese Quarter which has traditionally decorated buildings, and supermarkets selling Chinese produce. They have a street carnival to celebrate their New Year too. A strong trade link also exists as Birmingham imports most of their electrical and textiles goods.

India - there are 60,000 Indian inhabitants in Birmingham. The temple on Soho Road is a link to India as Sikhism is the main religion of India. There are many Indian restaurants in Birmingham and locally-owned convenience stores (corner shops) which are run by Indian people. There is also a link to India as Tata Motors, an Indian company, owns Jaguar – Land Rover which makes cars in Birmingham.

Tourism in Birmingham

Why is Birmingham a popular tourist destination?



Impacts of Tourism

Tourism has had a big impact on Birmingham – both positive and negative – use SEE to categorise them:

Social impacts – things that affect people’s needs and their way of life:

- **Crime** – tourism often increases crime as tourists are easy victims for robbery and tourists can often get drunk and get into fights
- **Better facilities** – residents of Birmingham can now enjoy excellent leisure facilities at the same time as tourists
- **Jobs** – there are lots of jobs which have been created in the industry working in hotels, bars, shops etc **but** they are low paid, unskilled jobs
- **Traffic and overcrowding** – the increase in people from tourism has created longer traffic queues and busier streets at weekends
- **Begging** – the amount of homeless people increases as they see tourists as giving

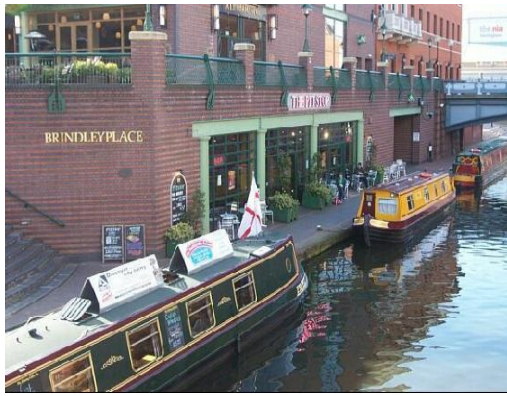
Economic impacts – things that have involved money and investment:

- **Multiplier effect** – tourists spend money in Birmingham all over the city in shops, hotels, bars, restaurants – even though their reason for visiting was to see a concert.
- **Leakage** – much of the tourism money is spent in businesses which are not locally-owned which means much of the profit ‘leaks out’ to other places
- **Re-investment** – some of the money which is made through tourism is used to reinvest in the area helping the economy to expand
- **Jobs** – the reduction in the number of people unemployed and on benefits means more money can be spent on other public services such as hospitals and schools

Environmental impacts – things that have affected the human or physical environment:

- **Noise pollution** – the extra road traffic and aeroplane visits to Bham Airport will create more noise annoying local residents
- **Visual pollution** – buildings like the Bull Ring offend some people and think they ruin the built landscape (opinion)
- **Air pollution** – extra road and air traffic caused by tourism increases the amount of air pollution through exhaust emissions (bad for asthma sufferers)
- **Litter/vandalism** – Broad Street is often left vandalised and littered with chip wrappers after a weekend
- **Pressure on water resources** – the amount of domestic water usage increases with tourism

Changing Birmingham



Brindley Place Development, City Centre

This is a regeneration project which has changed the old empty factories and dirty canals into a modern multi-purpose development. There is housing, hotels, shops, bars, restaurants, leisure facilities and much more. It is the centre of many businesses headquarters for Birmingham or the UK, such as Royal Bank of Scotland, BRMB and the National Sea Life Centre.

Regeneration = making a bad place better by investing in the area

Social impacts – things that affect people’s needs and their way of life:

- **Crime** – there has been an increase in the number of alcohol-related crimes at the weekend
- **Housing** – the development provided much needed housing (143 houses) for city workers
- **Jobs** – the development created construction jobs and has gone on to provide lots of other jobs, some part/full time and some unskilled/skilled
- **Health** - they have the ‘same day doctor’ scheme which is a walk-in centre for residents of the development

Economic impacts – things that have involved money and investment:

- **Major investment** – the development cost £350 million of public and private money (this has been worth it)
- **Multiplier effect** – as there are lots of different places then often visitors will spend money in more than one place which multiplies the amount of money spent
- **Attracting business** – the development has attracted major businesses to the area such as Royal Bank of Scotland, BRMB and the National Sea Life Centre

Environmental impacts – things that have affected the human or physical environment:

- **Brownfield site** – the old site had empty factories and was heavily polluted – building on this land is OK as it does not destroy wildlife
- **Green team** – they have a team of 16 staff to keep the place environmentally-friendly
- **Recycling** – they recycle 100% of the waste which saves the world’s resources
- **City Car Club** – there is a car share scheme where you can pay to use a car on a daily basis which means less cars are needed – saving parking space and resources

How do different stakeholders feel about the Brindley Place development?

Young people – they will love the nightlife on offer and so they will love this change

Old people – they will hate this change as they want money spent on hospitals and not modern city centres

Graduates from University – they will see this as an opportunity to get a job so they will like this change

Birmingham Council – they will love this change as it will bring money into the area which can be re-invested to improve roads, hospitals etc

Future Birmingham



Sustainable development is about improving something (development) without harming the needs of future generations (sustainable).

Eastside Project

The Eastside Project is a future change which will take place in Birmingham to make the city more sustainable. It is in the city centre and it will involve regenerating a massive area to help the needs of people now and in the future – it is part of the Big City Plan to regenerate the whole city over the next 20 years

What is the change? Why is it needed?

It is a multi-million pound redevelopment of the east side of the city centre. It will create 12,000 jobs in the lifetime of the development. It will include new housing, business regions, roads, parks and learning zones.

The change is needed as the current region is old-fashioned and in decline. The factories are old and empty and the whole area is polluted and damaged. The other areas of the city are attracting all the new business to the area which means this region is falling behind. They need help for their future – and it is meant to be a sustainable change which they are delivering.

Social sustainability – how does the project cover the needs of people in the future?

Housing – a range of housing types and sizes so people of all ages and economic background can afford suitable housing

Crime – small neighbourhood blocks to promote idea of community and looking after your neighbour

Access to facilities – the area has shops, bars, fast food places, schools and much more so people have local access to facilities

Jobs – will create 12,000 jobs and the policy is to advertise jobs locally so local people get them

Economic sustainability – how does the project protect and enhance the needs of the local economy in the future?

Limit on business size – this will help to boost the local economy as small, local businesses are encouraged into the area

Diversification of industry – there will be a range of businesses and industries which means if one industry (E.g. car industry) was to go into a recession the area wouldn't collapse

Local business use – local businesses will be used to supply labour and building materials when developing the region which boosts the local economy

Environmental sustainability – how does the project protect the environment for the future?

Refurbishing old buildings – this is instead of knocking them down and re-building them as it will save resources

Green areas – lots of green areas and tree planting to keep the environment balanced and not a concrete jungle (good globally as well to reduce carbon emissions)

Recycling – there will be recycling facilities for housing/businesses

Renewable energy – buildings will have solar panels and wind turbines on them to create electricity for their use