

# Year 12 Induction Lessons – GEOGRAPHY – JULY 2020

## LESSON 1



### LESSON 1: What is regeneration?

#### What is regeneration, rebranding and reimagining?

Regeneration: the physical process of regeneration, e.g. brownfield sites, building new buildings, and physical change

Reimagining: Changing the perception of a place and re-inventing it

Rebranding: A combination of the two!

During these series of lessons, you will **'outline and justify how and why you would regenerate and rebrand Dover'**. In the first lesson, you need to understand what the terms regeneration, reimagining and rebranding mean, and secondly look at examples of where there has been 'successful' regeneration in coastal areas.

1. Watch the following video clip on Lowestoft and Hunstanton. Why are coastal towns seeing a 'comeback' and 'changing fortunes'? [https://www.youtube.com/watch?v=WYw7t\\_iZMbg](https://www.youtube.com/watch?v=WYw7t_iZMbg)
2. Margate. In 2008, Bob Geldoff described it as 'ugly'. In 2009, The Apprentice used the town for a rebranding task. On 16<sup>th</sup> April 2011, the new Turner Contemporary Gallery opened. The Palm Court Hotel in Margate has been purchased by The Libertines. It will open in the summer renamed The Albion Rooms. Since the 2011 opening of the Turner Contemporary— a steady stream of arts professionals have relocated to the seaside town, with many fleeing London's runaway property prices. It has earned Margate the toe-curling moniker "Shoreditch-on-Sea".
3. Weymouth: Weymouth and Portland hosted all sailing events for the London 2012 Olympic and Paralympic Games between July and September 2012. Dorset are offering a range of open contracts that businesses can bid for.



### Coastal towns get trendy but will it help the locals?

An influx of artists is boosting Margate and Folkestone. Yet the benefits for poorer residents are questionable



© Alamy  
Ghost town: Margate's high street now has a 36.1% vacancy rate



▲ Young families near The Grain Grocer on the corner of Northdown Road, Margate. Photograph: Felix Clay/The Guardian