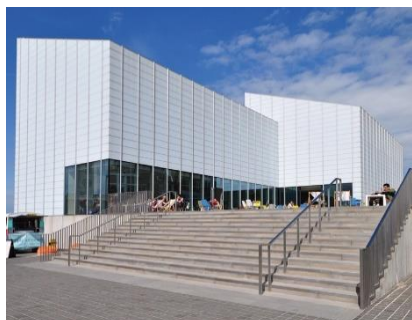


# Year 12 Induction Lessons – GEOGRAPHY – JULY 2020

## LESSON 2



### LESSON 2: What's the problem in Dover?!

In order to regenerate an area, you firstly need to identify and assess what the problems are. Problems can include social issues, economic, and environmental. You would need to research what some of the main issues are in Dover; think geographically! (e.g. employment, access to facilities, etc)

- What is the current situation in Dover?
- What problems does this area face?
- Why does Dover need to be re-branded?

### Seaside towns among most deprived communities in UK

Coastal communities have some of the highest unemployment and lowest pay rates in the country, report finds

Once you have identified what the 'issues' are, you then need to create a viable plan of how you wish to rebrand Dover. However, you must also consider who you are targeting? Who is your audience for the rebranding?

- **Create a viable plan** – What actions would you take to rebrand Dover? N.B. You need to consider where/who may be able to support the funding of this project, so make sure you justify your choices.
- **Who are you targeting?** Locals, tourists, businesses, the Port Authority? Which/ all/ others?



### 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