

# Edexcel IAL Geography

## Urban Problems, Planning and Regeneration Detailed Notes



## Problems with Urban Cities

Urban cities are the most populated places in the world; there are more people living in **urban** areas than **rural** areas.

- **55% of people live in urban areas** which is a 25% increase from 1950.
- Urban populations are expected to increase even more by 2050 to 68%.
- Since 1950, the world's urban population has increased from **750 million people to 4.2 billion**. More urbanisation statistics and information can be explored [here](https://population.un.org/wup/) (<https://population.un.org/wup/>)

Cities are important because they attract businesses and FDI and have a large influence over the country's economy.

Urban cities - both in the **developed and developing** countries - face issues regarding provision of **services and housing**. As an urban hub grows, **inequality** between residents and within industry may grow. For cities with rapidly growing populations, **transport networks** can come under pressure, as there is increased congestion and overcrowding of existing services.

As the **global population** continues to grow, and the world continues to become **interconnected** through globalisation (encouraging international migration), problems within urban cities are set to increase and worsen.

### Housing Provision

As the population of urban cities grows, the number of houses needed will also increase. Not all countries have a large enough supply of houses for their population, for different reasons:

- Where the **demand** for housing **exceeds** the **supply**, house prices tend to be high. This can be problematic, especially for **first time buyers** and **young families** who may find housing unaffordable. If house prices are high, families have less to spend on food, clothing and essentials, and so **deprivation** will be higher in cities with high house prices. In the most extreme cases, people may become evicted and made **homeless** if they are unable to afford housing.
- A **sudden population growth** within an urban city (often due to an influx of migrants) can lead to the creation of **informal housing**, known as shanty towns or slums. Since migrants may move with little possessions or finance to rent or buy a house, some may decide to construct their own accommodation using **salvaged materials** - corrugated metals, timber, tarpaulin. They hope to find an income and move out of their make-shift accommodation. However, some shanty towns have become permanent parts of many developing cities such as **Rio de Janeiro** and **Mumbai** as more migrants come to settle in the city and the shanty town grows.
- As the urban population grows, the city may spread out through **urban sprawl**. If the government doesn't regulate the sprawl, **infrastructure may worsen** at the periphery of the city and **natural environment replaced** by built environment at an unsustainable rate.



Alternatively, if the city is unable to sprawl as the city grows, **overcrowding** may become a problem. The **population density** (number of people living within an area) will increase, and so the risk of spread of **diseases or fire** will increase.

### Shanty Town - Problems for Health and Wellbeing

As demand increases, the **cost of services** will also increase. This may mean the price of services will become **unaffordable** or the quality of services worsens. Since shanty towns have no planning permission, they are rarely catered for by the government and so have some of the **worst provisions** of services and infrastructure.

The housing is **informal**, so there are no pipelines underneath to carry clean water and electricity into the houses within a shanty town. This forces families to **travel for water** from natural sources (which is vulnerable to pollution) or **buy water** from tankers (which can be expensive). Water may not be treated and cleaned completely, therefore shanty towns have **high levels of water-borne diseases** (such as Cholera and Typhoid).

Since there are no pipelines and infrastructure constructed beneath shanty towns, **sewage** is rarely taken away. Instead, shanty towns may have **open sewers** and **communal toilets**, which can lead to a variety of issues:

- Open sewage is a breeding ground for **mosquitoes** and accelerates the spread of disease. Therefore residents of shanty towns are prone to illness and poor health.
- Women using communal toilets are **vulnerable to assault**, especially since crime rates tend to be much higher in shanty towns than anywhere else. There is **limited police presence** and limited street lighting.
- **Infant mortality rates** are particularly high due to the open sewage, as children may play around the open sewage or within dirty water.

The **quality of life** within a shanty town is extremely low. Life expectancy is lower than the country's average, due to the **risk to health** due to unsafe water supply and open sewage. There is very limited provision of healthcare in the shanty towns to combat the risk of disease, and so the **mortality rate** is higher than average and **life expectancy** is low.

### Managing Waste

**Solid waste** - rubbish and debris - can be difficult to dispose of properly, in both developed and developing countries. There are many different sources of waste:

- **Domestic** - food waste, throw-away cheap clothing, single-use plastic waste, litter.
- **Industry** - Waste chemicals and materials (especially from manufacturing), food waste in restaurants, packaging for logistics.
- **Construction** - Decontamination and clearing previously-used land, debris from old buildings.

If the city has limited space available, waste **disposal sites** may be expensive to run and there may be limited land available for **landfill**. Also, if the city is overcrowded, **bin collection** may be difficult



to run between closely built houses; this can cause litter and waste to build up in the streets. Some cities suffer from trade dumping their waste which can cause large piles of waste across the city.

Some urban areas are **positively managing** their waste by:

- Having regular domestic bin collection.
- Recycling some waste (plastic, glass, metal, paper) to reduce the amount sent to landfill.
- Regulating industrial waste and persecuting fly-tippers.
- Encouraging a reduction in waste by clothes recycling and taxing single-use packaging, for example.

## Inequality within Urban Spaces

### Economic Inequality

In most cities, there is **inequality** between residents' income and employment.

Cities have varied industry compositions, and so there is a large range of employment opportunities. Cities may **specialise** in a particular sector due to **reputation**, skills of their **workforce** or access to resources:

- **Primary** tends to be the smallest industry within cities since they take a **large amount of land**. Farming and quarrying for resources will take place in the surrounding towns, then transported into the city for production or exporting.
- Some cities have become hubs for **secondary** manufacturing industry, such as Chongqing, Chicago, Shanghai. This may be due to large **warehouse** spaces, good **logistic links** and a **large, cheap workforce** available. Secondary industry workers may be **vulnerable to exploitation**: long working hours, overcrowding, limited health and safety protection for machinery.
- **Tertiary** workers are important to maintaining a healthy population and functioning city. Tertiary workers include:
  - Bin Men
  - Water Sellers
  - Teachers
  - Medical Professionals - Nurses, Doctors, Pharmacists

Tertiary workers also include **office-workers** and call centre operatives. Some cities have a reputation for having a **skilled workforce**, such as Bangalore where most people can speak English as a second language (the language of international business), and so have large successful tertiary industries. Tertiary workers can be **well supported** by the government, with regulated pay, holidays and sick pay and sometimes childcare support.

- The most **developed cities** - San Francisco, California, Tokyo - have major **quaternary** industries. Quaternary jobs tend to be high-paying, technologically focussed and office based. There is **little risk** of injuries and hours tend to be regulated.





urban population. They provide **privacy** and **pleasant environments** for the residents, but some argue that gated communities create division within the city.

Pros of Gated Communities	Cons of Gated Communities
<ul style="list-style-type: none"> <li>- <b>Improved security</b> for residents, as only residents and guests can get access by security or through a keycard system.</li> <li>- Reduced <b>traffic</b> passing through the community, reducing <b>noise and air pollution</b>.</li> <li>- The community may have <b>communal facilities</b> such as a pool or a tennis court, providing a higher quality of life for residents.</li> </ul>	<ul style="list-style-type: none"> <li>- Properties within a gated community tend to be <b>more expensive</b> than most urban properties, so are only available to high income individuals.</li> <li>- Despite the additional security, homes may still become a <b>target for crime</b>. Since communities are spread out and many residents work through the day, gated communities may be quiet and lack 'neighbourhood watch'.</li> </ul>

## Transport within Urban Areas

As the urban population increases the **pressure on roads** increases. With increasing **economic affluence**, more residents can afford a vehicle which contributes to large **congestion** and increasing **air pollution**. Air pollution can have massive impacts for **wellbeing** and residents' health.

The rise of **automated car manufacturing** has reduced the time taken and the cost to produce vehicles, and so owning your own vehicle has become more affordable through **industrialisation**.

### Problems with Congestion

There can be a number of problems caused by **increasing traffic**, for both the environment and the population living in the vicinity. Vehicles - cars, motorbikes, buses, trains - all produce **emissions**:

- **Carbon Dioxide** - from burning diesel/ petrol.  $\text{CO}_2$  is a greenhouse gas, therefore contributes to the Enhanced Greenhouse Effect.
- **Nitrogen Dioxide** - When the engine is hot, nitrogen from the air fuses with oxygen.  $\text{NO}_2$  contributes to respiratory conditions, contributing to the death of 23,500 UK residents each year.
- **Particulates** - Fine particles left from combustion are expelled from the car, which can aggravate respiratory conditions. Filters are available to reduce particulate emissions.



The severity of the **respiratory condition** can vary, depending on the levels of pollution and the vulnerability of the population; respiratory conditions vary drastically from **asthma** (common in children in developing countries and manageable with prescription inhalers) to **lung cancer** (over time, inhalation of car emissions can contribute to cancer which is most likely in vulnerable people in developing countries e.g. China).

### Air Pollution Across The World

Overall, most countries suffer from air pollution, especially in the cities. Both developed and developing countries can equally suffer from air pollution:

Developing Countries:	Developed Countries:
<p><b>Rising middle class</b> in developing nations means more residents can afford a cheap motorbike or small car, often highly polluting.</p> <p>Residents of slums and low-income families will walk or ride a bike between places as they <b>cannot afford</b> public transport or owning their own vehicle.</p>	<p>Most residents can afford their <b>own vehicles</b> or <b>public transport tickets</b>, therefore there is a large volume of vehicles on the road.</p> <p><b>Commuting</b> has become more popular as more people live in the suburbs and travel into the city for work.</p>

Air pollution can be measured by taking readings of particulates and emissions in the air. There are also **indirect measures** of air pollution:

- **Lichen growth** - The type and volume of lichen growing correlates to the quality of air ([Further Reading](#) on lichens)
- **Respiratory health** in local population - The more conditions present in the population (asthma, bronchitis, lung cancer), the poorer the air quality is.

Plotting the air quality for each country, it is easy to identify **countries of high pollution**: India, China, South Korea. Individual **cities** may also have poor air quality: New York (USA), Quorveh (Iran), Lombardia (Italy), Tokyo (Japan). Source: <http://waqi.info/>

### Strategies to Improve Air Quality

To reduce congestion and the emissions produced by vehicles, governments may choose to construct a **major infrastructure project**. Infrastructure projects are generally very **expensive** and so require **government funding**. Most projects are **public-private partnerships**; the government provides the majority of capital needed while private companies fulfill and manage the plans.

Examples of infrastructure projects in the UK include:

- **HS2** is a proposed high speed rail network which would connect London to Birmingham and then to Manchester and Leeds. The project is expected to cost £43 billion, but so far the project has gone over budget. It's aim is to reduce travel times and improve connectivity



between the North and South of England. An estimated 60,000 jobs are expected to be created.

- The **expansion of Heathrow Airport** (building a third runway) is expected to cost just under £20 billion (which would be privately funded) and potentially create 70,000 jobs. However, many MPs, local residents and environmental NGOs oppose the project as it will increase traffic travelling through Heathrow and pollution.

Benefits of Infrastructure Regeneration	Risks/Costs of Infrastructure Regeneration
<ul style="list-style-type: none"> <li>- High volume of jobs created, especially in construction.</li> <li>- Improving transport links can improve migration and trade links, which in turn can increase economic productivity.</li> </ul>	<ul style="list-style-type: none"> <li>- Some large-scale projects can be risky to agree to, as their cost can increase with inflation or changing circumstances (the price of supplies may change since original planning) e.g. HS2 railway.</li> <li>- Often, infrastructure projects aren't sustainable due to the large volumes of concrete used (large CO<sub>2</sub> output)</li> </ul>

Alternatively, governments may try to reduce car usage by a variety of strategies:

- **Congestion Charging** - in the centre of towns and cities, vehicles must pay a charge (£11.50 per day) to drive within. This may be due to heavy traffic through this area. This has been successful in reducing traffic through central London, but has yet to be introduced in other UK cities.
- **Pedestrianisation** - The flow of traffic through busy shopping roads or outside popular tourist attractions is severely restricted. Roads become paved, with the addition of permanent flowers and trees, which makes the area more attractive.
- **Park and Ride** - Especially in cities with restricted parking available, park and ride schemes have been introduced. Car parks are built in the suburbs or abandoned inner city areas (where there is a lot of available, cheap land) and bus services are run between the car park and city centre. This approach has been adopted by many towns and cities across the UK e.g Bath.
- **No-drive Days** - In Mexico (known as Hoy No Circula), some vehicles are not allowed to be driven within Mexico City through winter. There are no such schemes in the UK.

These schemes can successfully reduce car traffic through the **city centre**, and so reduce air pollution and improve the wellbeing of local residents. However, **congestion problems still exist** and some of these schemes don't reduce car usage, instead just displacing traffic outside the centre.

## Public Housing

**Public housing** (also known as social housing) was first constructed during the **Industrial Revolution**; the rapid growth of urban populations led to **inequality** in housing provisions, leading to illness and poverty in the working class. Some philanthropists and businessmen constructed housing for their workers in an aim to reduce the poverty they live in. However, it was the London Government that first constructed public housing available for anyone.





Public housing became more widespread following **World War 2**, since many countries were left bankrupt by the war and many families lost everything during bombing and conflict.

The quality of social housing provided varies from country to country. Social housing tends to be limited due to **affordability, availability or quality**:

- In developed countries (especially **Welfare States**), social housing has been successful with many families applying for houses. Social housing is run by **local housing authorities**, which regulates the quality of homes and provides on-call assistance. However, there is a **limited supply** of these houses.
- In emerging countries, some governments are increasing the supply of public housing through construction. Many countries aim to **replace informal slums** with permanent residence with infrastructure and electricity installed. Often, social housing projects in emerging countries prioritise the **volume** of houses over the quality of homes.

Often, it is **NGOs** that lead efforts to improve housing and living conditions. However, their effort will be limited by **funds**.

## Ideal Cities

An **ideal city** is an urban region where the population are **content and well**, there are jobs and **economic security** and **environmental sustainability**. However, very few cities in the world can be considered ideal cities.

There are many different ideas of what an ideal city should look like and contain. There has been developing ideas of how to structure cities in the UK for the last century:

1. **Garden Cities** were thought up in 1898 by Sir Ebenezer Howard. The principle was to plan and construct residential areas surrounded by a **green belt**. Garden cities would **restrict urban sprawl** of cities, since sections of the city could not expand into the greenbelt surrounding it. However, housing could become **unaffordable** for the **working population**. Only the middle and upper class could benefit from garden cities and the improved living conditions they brought. There were only ever two garden cities constructed in the UK: **Letchworth and Welwyn** in Hertfordshire.
2. Following **WW2**, the UK government began building **New Towns** to reduce overcrowding in major cities. The government portioned off land around the UK for the construction of self-sufficient communities. These towns were:

Stevenage	Hatfield	Newton Aycliffe	Corby
Crawley	Basildon	Peterlee	Telford
Hemel	Bracknell	Washington	Redditch
Hempstead	Milton Keynes	Skelmersdale	Cwmbran
Harlow	East Kilbride	Runcorn	Newtown
Irvine	Livingston	Glenrothes	Cumbernauld

Some new towns have been more successful than others. However, they all became self-sufficient



3. Governments may also construct **New Capital Cities**, moving government power into less crowded cities or purpose-built new cities. Despite the large financial (and risk of political) cost, several different countries have new capital cities, for a variety of reasons:
- Nigeria** moved its capital from Lagos to **Abuja**, to relieve congestion and overcrowding in Lagos. Abuja was chosen in an independent of Nigeria's three major ethnic groups, to reduce future social tensions.
  - Brazil** moved its capital city from Rio de Janeiro to **Brasilia**, to encourage inland growth and reduce vulnerability to attacks by the sea. Rio still remains prominent in Brazil's reputation, hosting the Olympics in 2016.
  - Myanmar's** new capital, **Naypyidaw**, was chosen to be more central within the country. The government wanted to be in a better position to monitor and prevent coups and rebel groups forming in peripheral jungles.
  - Egypt** has proposed to construct a new capital, east of **Cairo**. It will house all financial and government powers, as well as international embassies. This is because Cairo is one of the most densely populated urban cities in the world, with a population of 20 million.

### Eco-Cities

**Eco-cities** are the most popular attempt at an ideal city. The aim is to become **sustainable** (environmentally, socially and economically) and **reduce the ecological footprint** of its residents.

Previously, only the most **developed countries** could afford to invest in improving the sustainability of their cities. However, in more recent years, **developing and emerging nations** have adopted more eco-city approaches.

There are many approaches to developing an eco-city, including:

- **Reduce vehicle emissions** - discourage the use of petrol and diesel cars, improve public transport to be reliable and cover the urban region. If services and facilities are provided locally, residents won't need to travel far for necessary health, education or food (hence reducing journey times and the need to travel by car).
- **Food and Water Security** - reduce the amount of food and water imported, grow as much as possible in the surrounding lands around the city, reduced risk of water-borne diseases, ill health of residents and malnutrition (all impacting productivity and wellbeing).
- **Appropriate waste disposal** - minimal single-use waste, recycling important materials such as plastic, paper, metal, glass.
- **Construct eco houses** - BedZed in Beddington, Sutton, is a successful example of the construction of eco houses. Features include:
  - ◆ All materials for construction are recycled, responsibly-sourced and sometimes locally produced.
  - ◆ Houses are south-facing and use solar panels to produce electricity and heating. Extra power is generated using biomass generators on site.
  - ◆ Residents use a car pool or are encouraged to use public transport.
  - ◆ Housing is a mixture of types of tenures and sizes, to accommodate for different resident's needs. A portion of houses are affordable or social housing.



## Urban Regeneration

There are many strategies to improve a location through regeneration. A regeneration project can focus on **constructing infrastructure**, developing existing and new **housing**, **encouraging investment** etc. Strategies have different benefits and risks, examples of regeneration strategies in the UK include:

- Construction of infrastructure e.g. HS2, Heathrow expansion, Crossrail
- Retail-led regeneration e.g. Liverpool Water
- Marketing heritage and culture, such as events like Glastonbury for music, multi-ethnic festivals like Notting Hill Carnival or New Year fireworks in London
- Construction and utilisation of derelict land
- Sustainable communities e.g. BedZED

### Infrastructure

Infrastructure projects are generally very **expensive** and so require **government funding**. Most projects are **public-private partnerships**; the government provides the majority of capital needed while private companies fulfill and manage the plans.

Different government departments can be involved in regeneration projects:

- **Local councils** aims to improve their borough, especially to attract new businesses, increase housing or regenerate a problematic location (abandoned, deprived or dangerous places).
- **Department for Culture, Media and Sport** which markets the UK's image abroad. This department will have contributed to the London Olympic Park regeneration project, as well as Commonwealth projects in Manchester, Glasgow and Birmingham in 2022.
- **DEFRA** which aims to improve declining rural villages, protect eroding coastlines and improve the agricultural industry.
- **UK Trade and Investment** which support UK businesses and tries to attract more foreign direct investment.

There are stakeholders that must be involved in any projects:

- **Local businesses** - The construction process may restrict industry productivity for local businesses, such as reduced footfall past a shop, isolated business if the roads surrounding are temporarily closed, loss of custom due to noisy, unattractive surroundings. It is important that the economy does not decline during regeneration.
- **Residents** - Are there existing strains on services, resources and the roads? If so, attracting more people to the area may exacerbate the problems. Residents are likely to approve city centre improvements and improving services/ employment opportunities. However, residents can be NIMBYs (*Not in My Back Yard*) and oppose the loss of greenfield land, new housing construction or attracting large-scale industry.
- **Planners** - The planners must compare present and future demands, especially as the population continues to grow. Often, the planners are contracted to the local government or by the private business leading the project, and so must balance public, private and governmental opinions.



## Housing - Suburban New-Builds

With a **rising population**, the **demand** for housing is increasing beyond the supply of houses for sale or rent. There is **inequality in opportunities** to access housing and a limited supply of social and affordable housing despite a growing proportion of the population who need it. This is due to:

- **Lack of social housing** - after Margaret Thatcher's 'Right to Buy' scheme large amounts of social housing was bought by their occupants for considerably less than their market value. Millions of houses were sold under this scheme. However, too few houses were built to replace them. Now people who would previously have been placed in social housing (housing owned by the government) where they would pay low rent are put in private housing. As rent in private housing is often very expensive and isn't affordable for low income individuals or families, the government is spending billions each year on housing benefits. These housing benefits help to top up a person's income to help them pay their rent. In 2017 the government spent £25b on housing benefits which is 10% of the entire welfare budget.
- Large numbers of **empty, derelict properties** - especially in the inner city, where brownfield land is more expensive to develop than greenfield. Lots of private companies and investors buy this land and sit on it until either the land price increases or they get planning permission to build on it.
- **Overseas investors** buying properties in the UK has seen **house prices rise**. Investor visas attract wealthy individuals (*such as Oligarchs from Russia - see Globalisation detailed notes*) who can afford multiple high value properties in elite locations. Many properties are left empty or are rented out.
- Increasing numbers of affluent people have bought second properties to rent out as an investment. This increase in **buy-to-let** properties has reduced the number of properties available to buy which has **increased property prices** and also the price of rent. This is especially difficult for first-time buyers.

There has been **recent frameworks** developed by the government to increase supply, setting a target number of houses for local councils to provide. This has seen **rapid new-build developments** in the aim of regenerating sub-urban towns to encourage migration and economic growth:

- Often in the **suburbs** of towns and cities, due to large, cheap expanse of land available whilst in close proximity to the job opportunities in the city centre.
- Developers are obliged to provide a **variety of houses**, so these developments contain a mix of properties to buy, rent or shared-ownership of a variety of sizes.
- These new large estates provide a large volume of new houses, but often don't build new services or facilities for this new settlement (e.g. grocers, doctors, etc). This can put **stress on existing services** - such as schools - who must try to cater for an influx of schoolchildren to educate.
- There is heavy criticism about the development's **sustainability** - habitat loss and environmental degradation of greenfield land, air and noise pollution for locals by lorries, encouraging outward migration from rural regions to suburbs.



### Benefits of Housing Construction

- Increases supply of housing which is a major issue facing the UK currently.
- Some construction jobs are created in the process.
- Construction projects build a variety of housing, to cater for a variety of people - first-time buyers and families in affordable multiple bedroom houses, apartments for young people.

### Risks/Costs of Housing Construction

- Greenfield developments are more profitable for companies than regenerating existing brownfield sites, so habitats are often lost and natural environments damaged.
- Limited projects to increase and improve social housing, so there is still a very limited supply of poor quality housing.
- Lots of housing classed as 'affordable' isn't.

### Housing - Gentrification in the Inner City

In recent years, the benefits of **gentrification** and **high-value properties** has encouraged more inner-city development projects by constructors. The high cost of clearing and preparing **brownfield sites** (land already used for residential or industrial purposes) can be compensated by building high-value apartments.

Regeneration projects occur in nearly all major cities with the aim of **attracting wealthy investors** who might spend their money locally or establish business here. Local governments rely on **'trickle-down' theory** for the benefits of gentrification:

- The investor will spend money in services and local businesses, who directly benefit from increased sales.
- The workers may spend their increased disposable income on other local businesses, therefore increased revenue may be shared between multiple businesses.
- Both the investor and businesses will pay more tax, so the local council can spend more on services (schools, doctors, infrastructure) and improvements (more frequent road sweeps, improving local parks) from which everyone in the local area benefits.

However, the reality of trickle-down theory can be argued.

### Benefits of Gentrification

- Potential economic growth as the wealth of a few trickles down into the local society.
- Improved surroundings and new facilities may be constructed, which can benefit all.

### Risks/Costs of Gentrification

- Lack of variety of housing - all high-value apartments - so gentrification schemes won't benefit first-time buyers or families.
- Often, gentrification schemes don't build any social housing, so there is still a shortage in supply.



## Industrial Regeneration - Retail, Leisure and Tourism

Some of the most successful regeneration projects have focused on the **rebranding** or development of **culture** in the UK. For example:


- The regeneration of East London in the aim of hosting the international Olympics and Paralympics, creating high quality **sports facilities**.
- Many retail parks are built on **disused industrial land**, such as the Trafford Centre (Manchester), Salford Quays or Liverpool Water.

Benefits of Cultural Regeneration	Risks/Costs of Cultural Regeneration
<p>- Most projects use disused industrial brownfield land, which is sustainable.</p> <p>- Retail and cultural projects can benefit all - increased local facilities, rising local reputation, new job opportunities, celebration of different faiths.</p>	<p>- Due to the scale of some projects (trying to improve the entire city of Belfast, for example), improvements may be long-term and not immediately benefit the locals.</p>

## Rebranding and Reimaging

**Rebranding** involves developing a location's image and reputation, to try to attract a particular target population or investment. **Reimaging** is the positive improvement of a location's existing reputation. Rebranding and reimaging are needed in cities with **declining retail or businesses** in the city centre.

There are different ways and strategies to rebrand and reimage:

- **Advertising Campaign** - often aimed at tourists, showcasing the lifestyle and attraction of visiting the place. Successful campaigns include: Australia, Dubai and Iceland.
- 
- **Hosting Events** - Often, holding international events such as the Olympics, music festivals or international conferences can improve a country's reputation and act as a catalyst for further change and development. Brazil had to reimage itself to host the 2016 Olympics, since Brazil had a reputation for being unsafe. Since the Olympics, the Brazilian government has developed and improved the living conditions in its Favelas.
  - **Focussing on Industry** - Some countries focus on developing their reputation to become a technological hub. This may be through constructing industry and science parks, developing their education to provide a highly-skilled workforce or attract a major TNC to relocate here.

## Sustainable Urban Regeneration

Urban Regeneration projects are - on average - becoming more focussed on **sustainability**:

- Reducing the **environmental degradation** during construction
  - ◆ air pollution
  - ◆ greenhouse emissions
  - ◆ noise pollution



- ◆ longevity of resources used
- **Proximity of public transport** and monitoring the potential **congestion** due to a regeneration projects. **Traffic counts** will measure the number of vehicles driving along a road, indicating the level of congestion already existing.
- **Social sustainability** includes:
  - ◆ Offering a range of house sizes and tenures, to accommodate a range of incomes and needs.
  - ◆ Local employment opportunities
  - ◆ Construction of street lighting and limited use of alleys to reduce anti-social behaviour
- Some local units for businesses to move into. **Businesses** will pay tax and provide employment opportunities, so can provide income for both the local government and residents.
- **Community identity** is positive, so migrants and businesses are **attracted** to the area. A variety of factors affect a community's identity: low unemployment rates, attractive living environment, good logistical and communication connections, profitable market available.
- The local population is **fairly represented** at their local and national governments. There is **little inequality** in power within the community and views are heard regularly from residents.

