

**OXFORD CAMBRIDGE AND RSA EXAMINATIONS
GENERAL CERTIFICATE OF SECONDARY EDUCATION**

2401/01/02/RB

GEOGRAPHY C (1988)

**Decision Making Exercise (DME)
(Foundation and Higher Tier)**

RESOURCE BOOKLET

**This Resource Booklet should be available to candidates
for up to three working weeks prior to this date.**

THURSDAY 17 JUNE 2010: Afternoon

DURATION: 1 hour 45 minutes

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

<p>THE ISSUE LOCAL SHOPS FOR LOCAL PEOPLE?</p>

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- This Resource Booklet must be handed in to your teacher at the end of each lesson. **YOU MUST NOT WRITE ON THE BOOKLET.**

INFORMATION FOR CANDIDATES

- The following abbreviations may be used:
MEDC – More Economically Developed Country.
LEDC – Less Economically Developed Country.
EU – European Union which includes the United Kingdom.

INSTRUCTION TO EXAMS OFFICER/INVIGILATOR

- Do not send this Resource Booklet for marking; it should be retained in the centre or destroyed.

CONTENTS OF THE RESOURCE BOOKLET

Resource 1 – Survey of Local Shops and Shopping Parades in Cambridge

Resource 2 – Changing Shopping Habits: One Family's Story

Resource 3 – 'Keep it local and save our small shops' say Friends of the Earth

Resource 4 – Changing Village Shops – The Rise of the Community Shop

Resource 5 – Changing Supermarkets

Resource 6 – More retail facilities needed in Oswestry

Resource 7 – Supermarkets in North Norfolk

Resource 8 – Shopping in Sheringham

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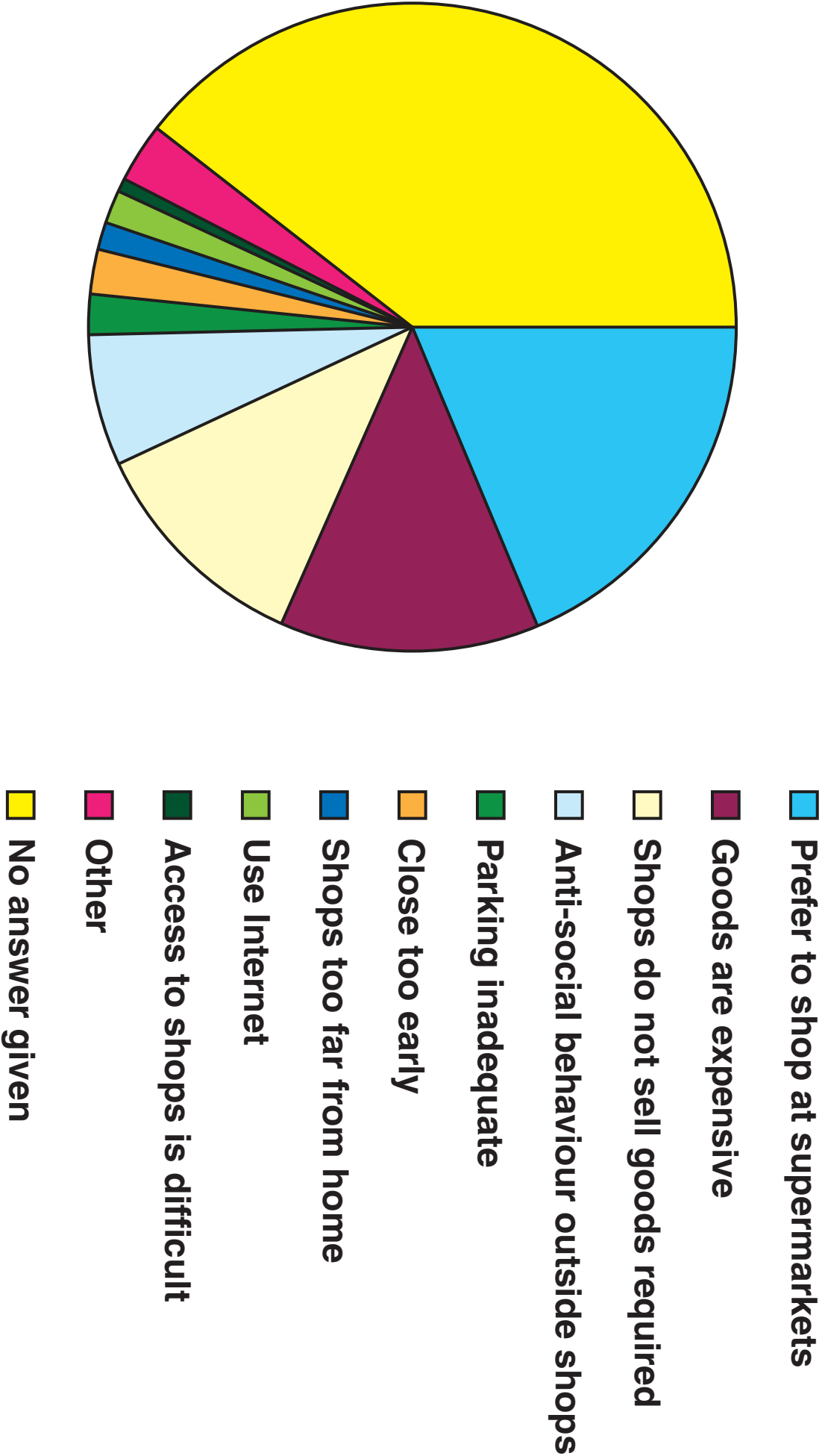
RESOURCE 1

SURVEY OF LOCAL SHOPS AND SHOPPING PARADES IN CAMBRIDGE

(a) TYPES OF SHOP USED

Chemist	72%	Florist	11%
Post Office	67%	Pet Shop	9%
Convenience Store	62%	Café	7%
Local Supermarket	52%	Antiques/Furniture	3%
Fish & Chip Shop	45%	Betting Shop	2%
Butcher	34%	Fishing Tackle	1%
Baker	32%	Musical Instruments	1%
Greengrocer	31%	Hardware/DIY Store	1%
Hairdresser	22%	Bicycle Shop	1%
Other Fast Food / Take Away	14%	Other	4%
Electrical Goods	13%	No answer given	2%
Newsagent	11%		
Total Respondents 3210			

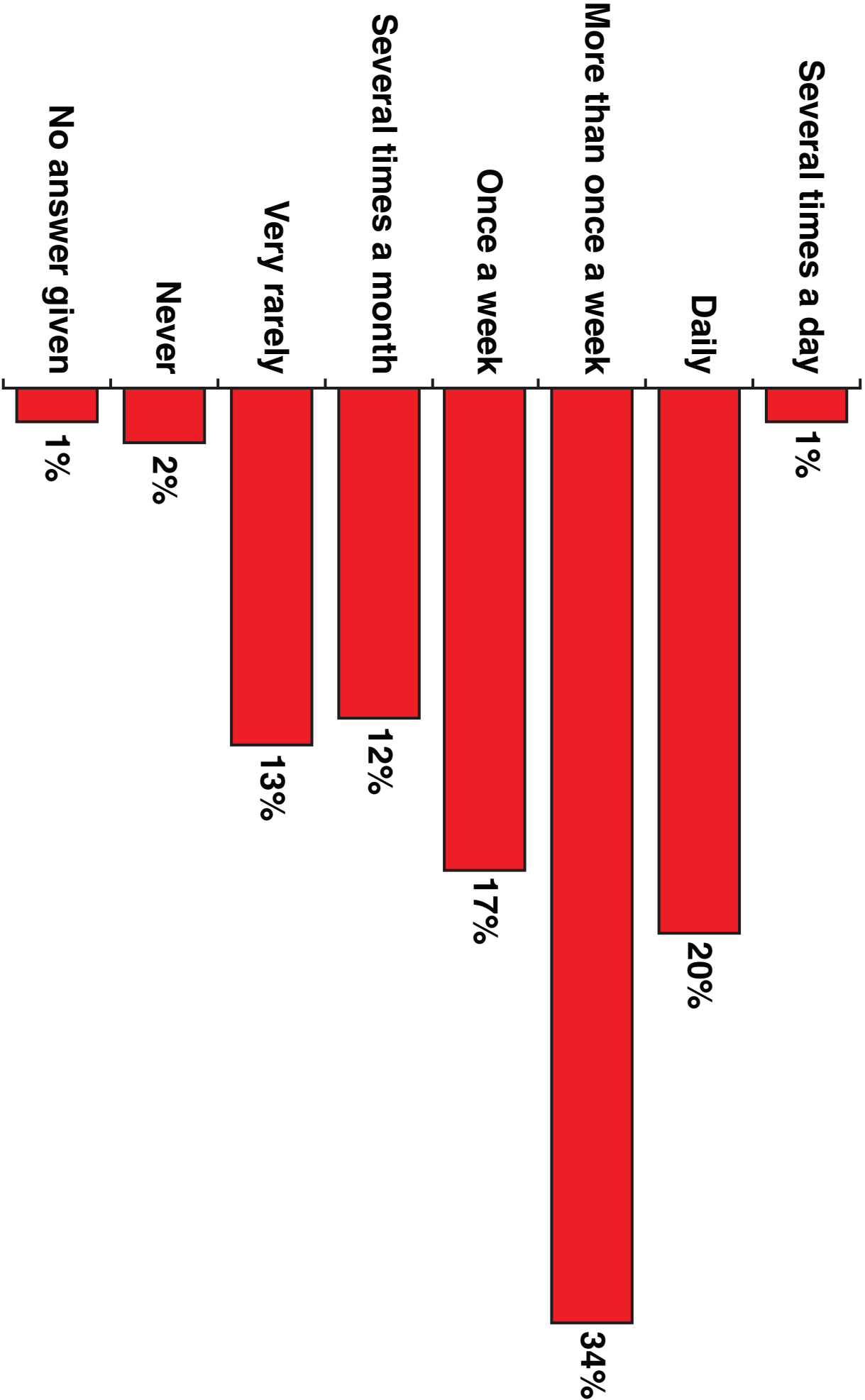
(b) REASONS FOR NOT USING LOCAL SHOPS



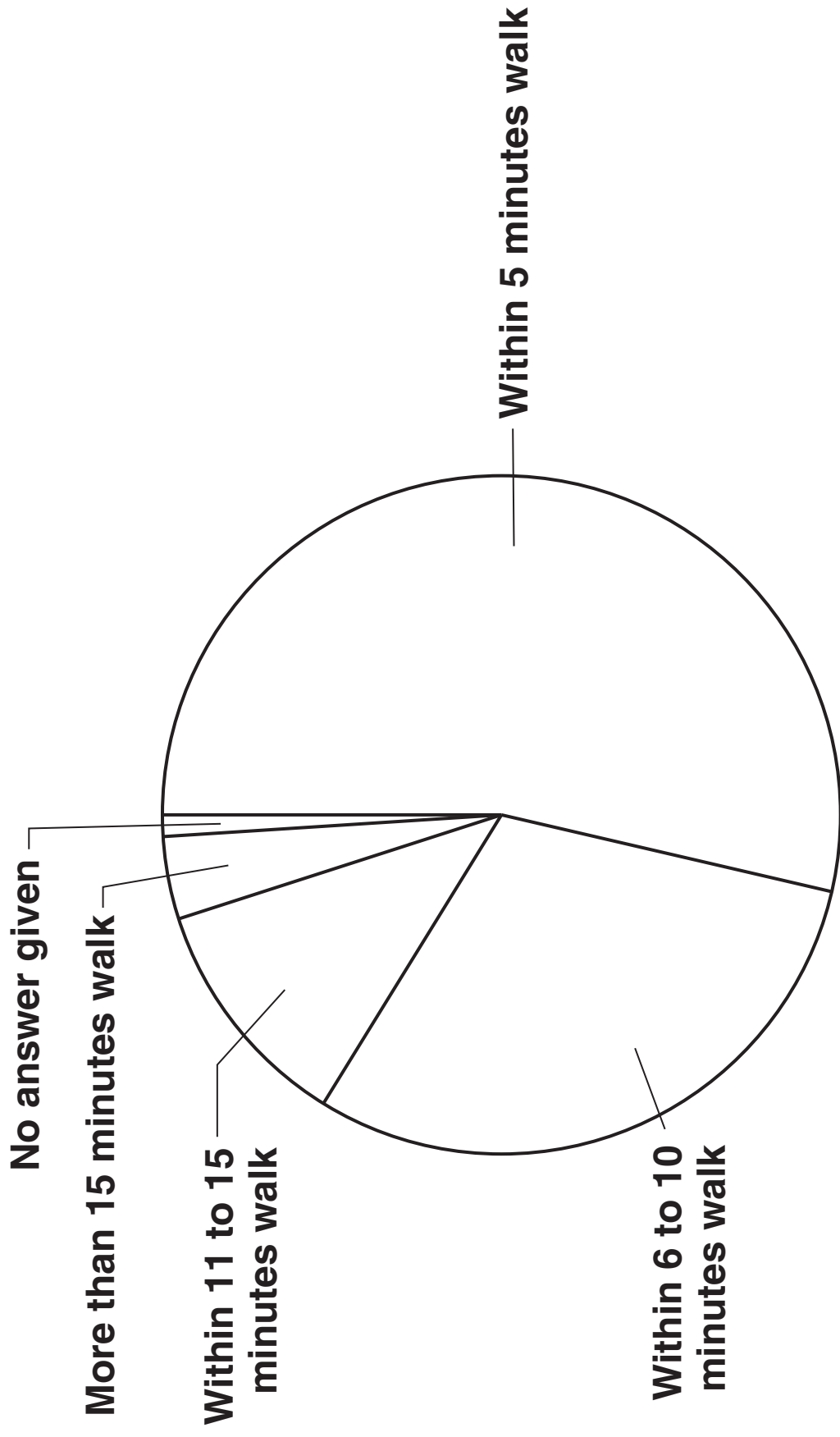
(c) THE QUALITY OF GOODS AND SERVICES OFFERED

- **36% of respondents thought their local shops were good, with the shop attractively laid out, the goods well presented and having pleasant, helpful staff.**
- **Almost half of respondents thought the local shops were satisfactory. 8% considered them to have poor stock on offer, poor presentation and unhelpful staff.**
- **Respondents aged under 25 years were less likely to buy goods or services from a baker or a butcher. They were more likely to buy from Fast Food Take Aways e.g. fish and chip shops.**

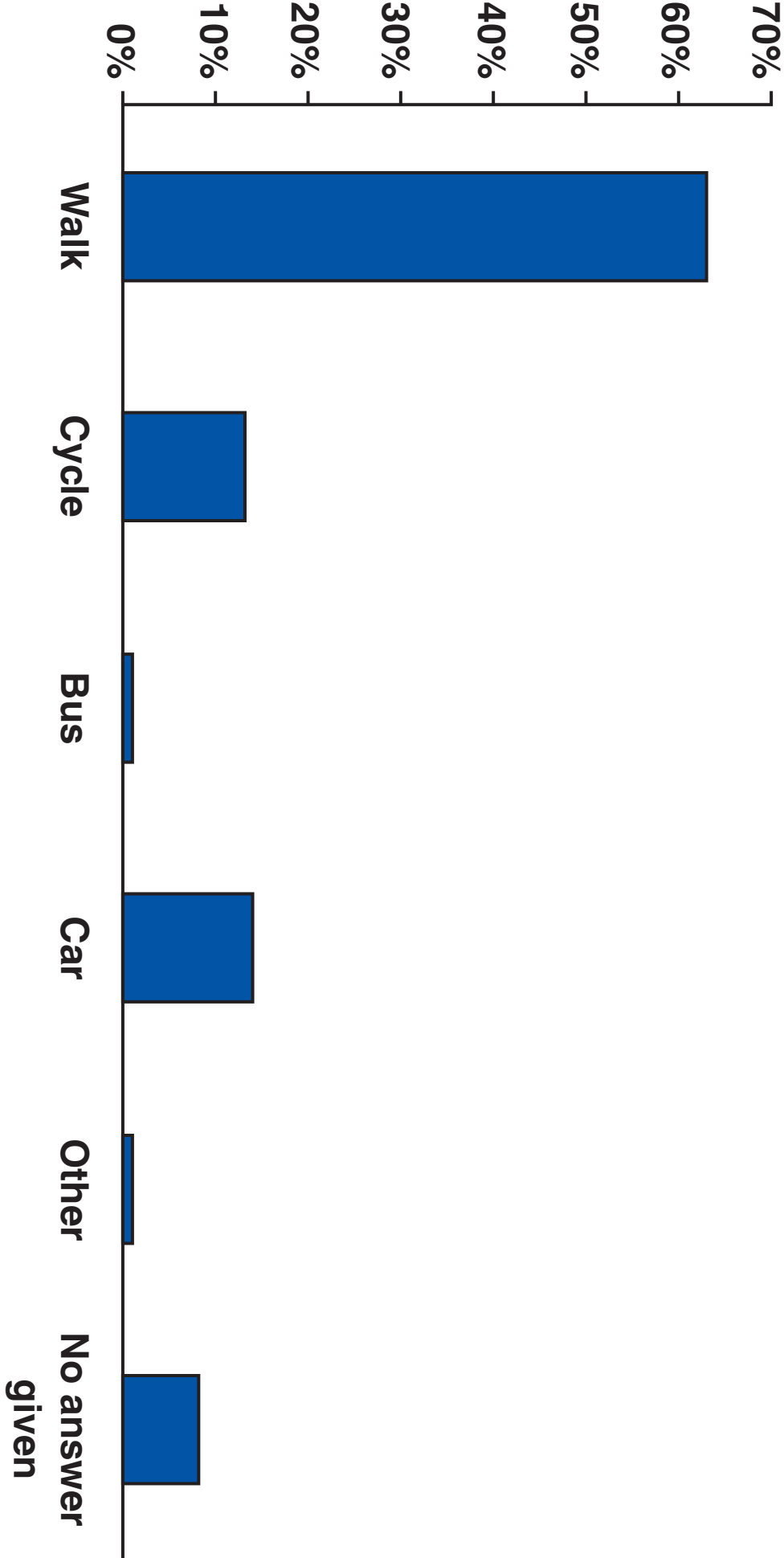
(d) FREQUENCY WITH WHICH RESPONDENTS BUY GOODS OR SERVICES FROM
LOCAL SHOPS



(e) DISTANCE OF LOCAL SHOPS FROM THE RESPONDENT'S HOME



(f) MAIN METHOD OF TRANSPORT USED TO LOCAL SHOPS



CHANGING SHOPPING HABITS: ONE FAMILY'S STORY

When my father was a small child in the 1950s his parents did not have a refrigerator or a freezer. His mother, my grandma, kept the food in a small room off the kitchen. It was called a pantry and had a stone floor. The pantry was converted into a cloakroom when my grandparents bought a freezer.

Grandma did not go back to work until her youngest children were at secondary school. She was a full time housewife during the 1960s. Every Thursday she went to the 'International Stores' with a list of groceries that were delivered on Friday. Milk was delivered every day. The local bakery delivered bread three times a week. Grandma went shopping several times during the week for vegetables and meat. Most of the shops would also make deliveries using bicycles. The town centre was fifteen minutes walk away so Dad often went to the local shop, just a few minutes walk away, if extra milk or bread were needed. The prices were higher than in the shops in the town centre.

Dad left home in the early 1970s to live in a city where there were large supermarkets. He can remember special offers and Green Shield stamps. Food and groceries were cheaper than in the small town because the stores were self-service and there was room for more stock.

I was born in the 1980s and remember going shopping in supermarkets as a child. Mum and Dad both worked, so once a week we went in the car and filled up a trolley. We did this on Friday evenings. If we went shopping in the town centre on a Saturday, using the smaller shops took all day. We had to queue up, pay and then make several journeys back to the car.

My partner and I both work. We do a weekly shop at our local Tesco or Sainsbury's; both are about 5 minutes car drive from home. We can get everything we need, such as fish, meat, fruit, vegetables and groceries. Parking is difficult in the town centre and you have to pay. It would take much longer to buy everything we need.

NICOLA AGED 25

A SUPERMARKET

- **Usually a single level, self-service store selling mainly food and beverages**
- **Located on urban high streets or in shopping malls**
- **Covering an area of less than 2500 m² of trading floor space**
- **Recently, many have developed branches in out-of-town or edge-of-town locations**

A SUPERSTORE

- **Usually out-of-town or edge-of-town locations**
- **Covering an area of more than 2500 m² of trading floor space**

In 1960, small independent retailers had a 60% share of the food retail market

Grocery Retailing 2002: The Market report. IGD

In 2000, small independent retailers had a 6% share of the food retail market

Grocery Retailing 2002: The Market report. IGD

RESOURCE 3

'KEEP IT LOCAL AND SAVE OUR SMALL SHOPS' SAY FRIENDS OF THE EARTH

The traditional British high street will decline

Small shops are currently struggling to survive

Help in the fight against climate change

More than 2000 independent shops went out of business in 2004



If money is circulated in the local area it helps the local economy

Local shops and street markets often sell cheaper fresh fruit and vegetables

Local shops are more likely to offer a personal service

Local food has not been flown halfway across the world

Local shops are likely to be more energy efficient than huge superstores

RESOURCE 4

(a) CHANGING VILLAGE SHOPS – THE RISE OF THE COMMUNITY SHOP

In the 1970s, Barford in Warwickshire had several shops and services, including a butcher, a baker, a sweetshop and a hairdresser. In February 2006, when the owners of the village shop and post office retired, the population of 1170 were left without any shops.

A Village Shop Action Group was formed. The members decided to build a new shop, owned and run by the community. The shop has been built on the village green as an extension to the village hall. There will be a sub-Post Office in the shop. Since December 2006, the post office, open for three afternoons a week, has been located inside the village hall.

The building, paths and landscaping were finished in summer 2008. The cost, about £268 000, has been raised through grants, donations, fund raising activities and the sale of shares (£20 per person).

The opening hours are 8 a.m. to 6 p.m. Monday to Friday, with shorter hours at weekends. There is a paid full-time manager and forty volunteers. Items stocked range from the national daily newspapers, greetings cards and ice cream to groceries, local produce, beers, wines and spirits. There is a bakery, an internet café and, outside, play equipment for small children.

The Barford scheme has been backed by the Village Retail Services Association – an organisation set up to promote and support community-owned shops. There are 170 Community shops in the UK and numbers are increasing.

(b) LOCAL VIEWS

‘Community shops are usually successful’

‘Money is needed to set up the shop and buy stock’

‘Volunteers are needed and it is often hard work seven days a week’

‘People with many different skills are needed’

CHANGING SUPERMARKETS**(a) THE UK GROCERY MARKET**

The supermarket chains control the UK grocery market. There are also ‘upmarket’ supermarkets such as Waitrose (owned by the John Lewis Partnership) and Marks & Spencer.

Aldi and Lidl (German) and Netto (Danish) are discount supermarkets that opened in the UK in the early 1990s. The discount supermarkets’ share is greater in France (11%) and Germany (38%). In July 2008 the discount supermarkets were the fastest-growing sector of the UK grocery market.

Convenience stores are not classified as ‘supermarkets’ as they are smaller in floor space and are aimed at ‘top-up’ rather than ‘one-trip’ shoppers. These range from independently owned corner shops to ‘symbol’ groups such as Spar, Costcutter and Londis: groups of independent stores sharing purchasing, distribution and marketing.

The ‘convenience’ sector is rapidly blurring with the supermarket sector, as the ‘Big Four’ acquire existing chains and build alliances. Sainsbury’s Central and Tesco Metro are small stores in towns. Tesco Express, Sainsbury Local and Marks & Spencer Simply Food have shops on petrol forecourts and at railway stations.

(b) MARKET SHARE JULY 2008

Tesco	31.3%
Asda	16.9%
Sainsbury's	15.9%
Morrisons	11.3%
Co-op (inc. Somerfield)	8.1%
Waitrose	3.8%
Aldi	2.9%
Total Independents	2.6%
Lidl	2.4%
Iceland	1.7%
Netto	0.6%
Farmfoods	0.5%
Others	2.0%

‘I used to do the weekly shop at Marks & Spencer but everything just costs a lot less in Tesco.’ Jo

‘I used to do the weekly shop at Sainsbury's but at Lidl the fresh fruit and vegetables can be half the price. We eat more healthily now and pay less for our food.’ Kim

‘The discount supermarkets are really good for economy packs. We shop there every six to eight weeks.’ Pete

‘We go to Waitrose each week for fresh fruit and vegetables but bulk buy household items detergent, toilet rolls, pasta etc. at Lidl once a month. This saves us £30 a week.’ Kyle

‘The prices at Aldi are very good. There is a range of products and well-known brands.’ Dale

RESOURCE 6

(a) MORE RETAIL FACILITIES NEEDED IN OSWESTRY

In 2007, Oswestry Borough Council commissioned a report which concluded that a new foodstore was needed. Access to shops and services is a major factor in assessing quality of life. The town (population 37 318) already had a Sainsbury's, a Somerfield and an Aldi supermarket.

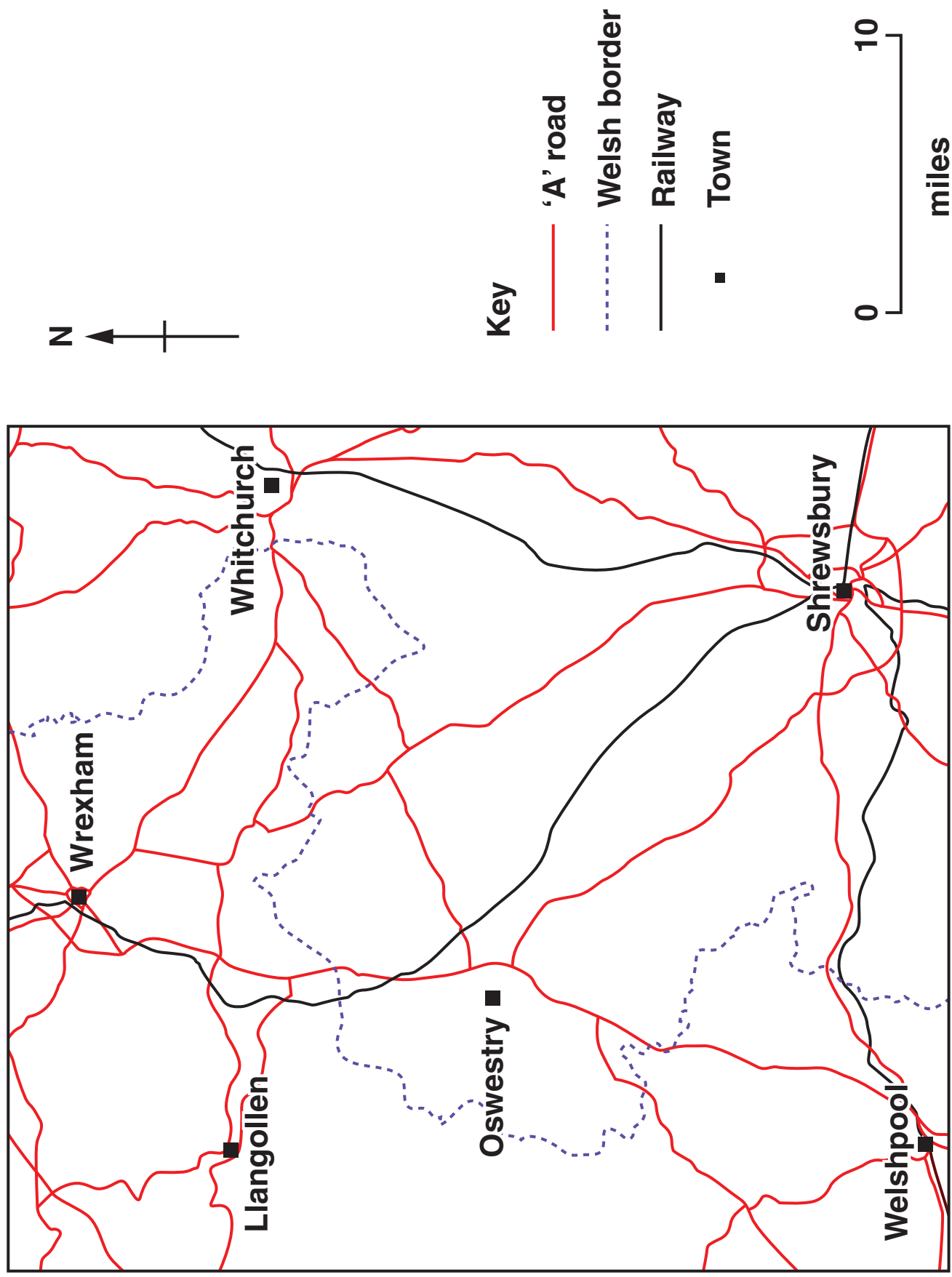
Many people travelled out of the town to shop, with the inhabitants doing 57% of their food and 72% of their non-food shopping in the neighbouring towns of Wrexham and Shrewsbury. There was also a need to develop non-food stores in Oswestry so people did not need to travel to larger centres. Travelling shorter distances for shopping is more sustainable.

A development with food and non-food stores would increase the number of people shopping in Oswestry. If a new supermarket were to be located near the centre of Oswestry, allowing the car park to be used for linked shopping trips, the town centre shops would benefit.

If new retail development does not take place, Oswestry is likely to suffer because:

- the existing shops could become crowded and the roads in the town congested, making shopping in Oswestry an unpleasant experience;
- more people are likely to shop in neighbouring towns, where there is more choice;
- if additional retail sites are not identified within Oswestry, there will be pressure to develop out-of-town locations, which will not maintain the vitality or enhance the viability of the town.

(b) MAP OF OSWESTRY AND SURROUNDING AREA



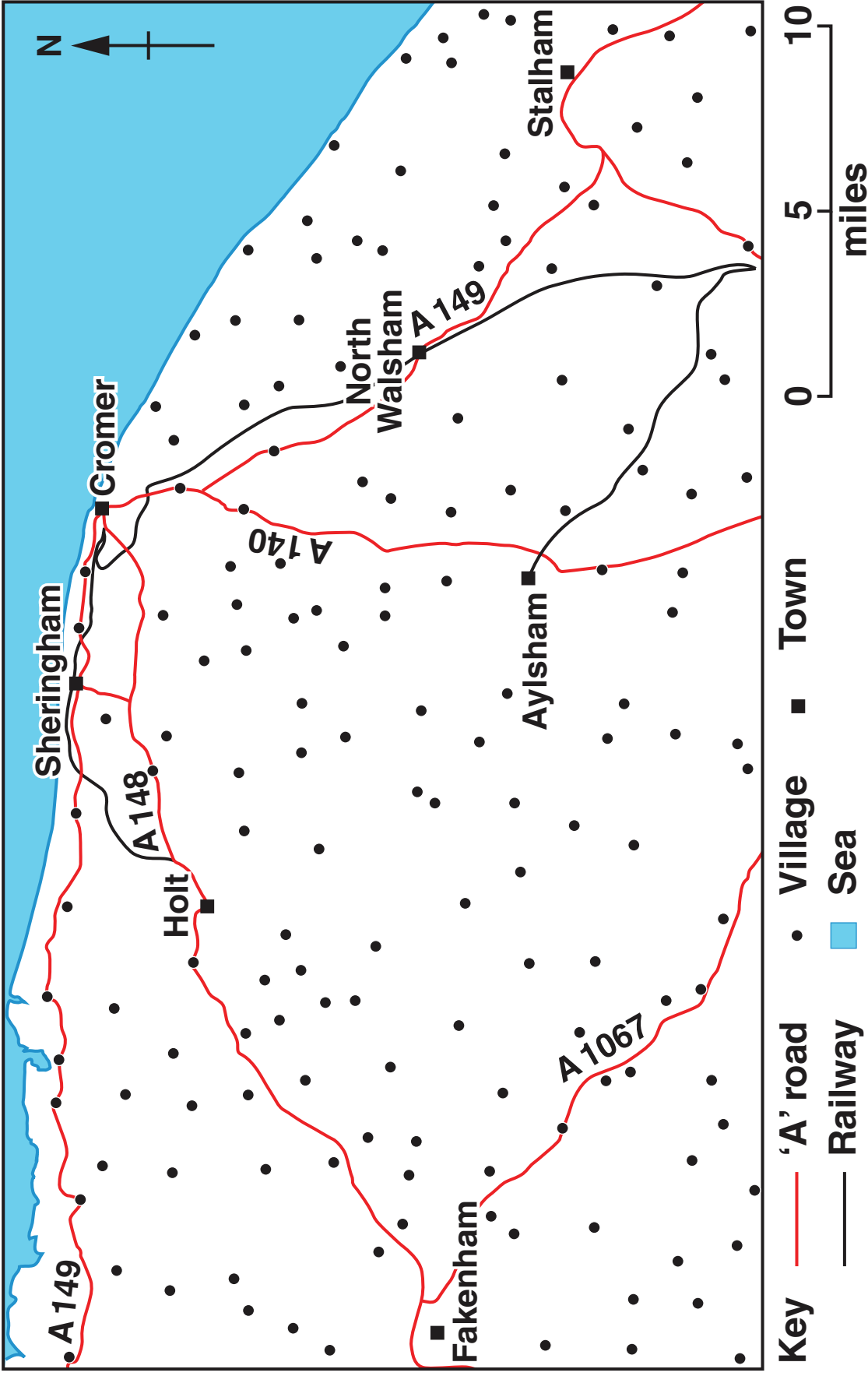
(c) PLANNING POLICIES

Local and national planning policies require the location of new foodstores and non-food retail development to be sited in the following order of priority:

- 1. Town centre sites.**
- 2. Edge-of-town centre sites that are, or will be, well connected to the centre.**
- 3. Out-of-town centre sites served by a variety of methods of transport.**

SUPERMARKETS IN NORTH NORFOLK

(a) MAP



(b) DATA

<u>TOWN</u>	<u>SUPERMARKET</u>
Aylsham	Budgens, Somerfield
Cromer	Morrisons, Rainbow (Co-op)
Fakenham	Lidl, Morrisons, Tesco
Holt	Budgens
North Walsham	Lidl, Sainsbury's
Stalham	Tesco

<u>POPULATION (2001)</u>	
North Walsham	11 998
Cromer	7 749
Fakenham	7 357
Sheringham	7 143
Aylsham	5 504
Holt	3 550
Stalham	2 951

RESOURCE 8

(a) SHOPPING IN SHERINGHAM

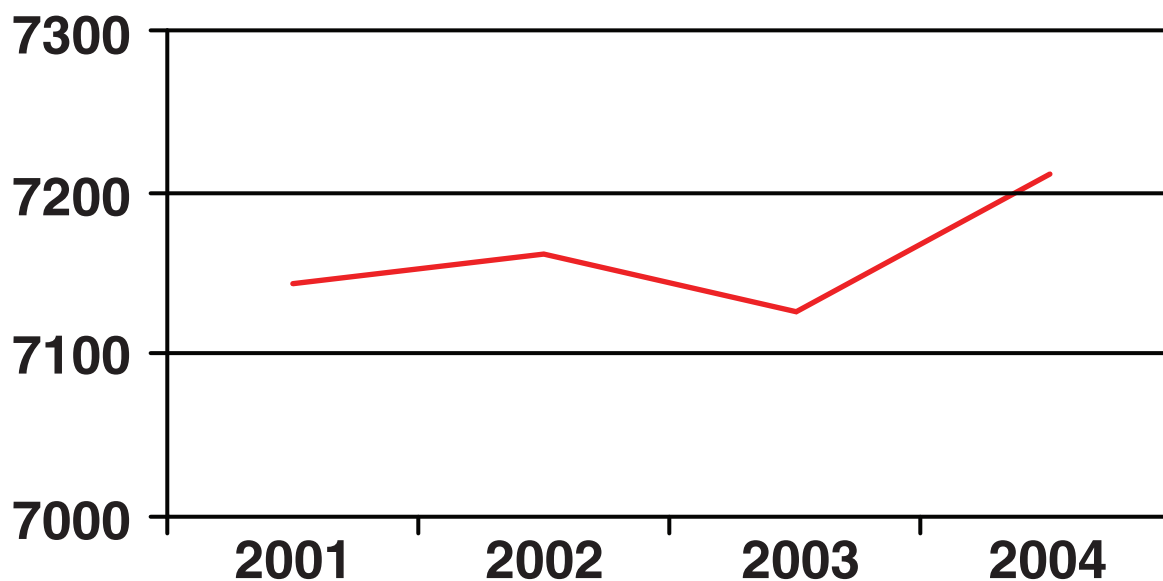
Sheringham in North Norfolk has two small 'supermarkets', Budgens (floorspace 180 m²) and the Ipswich & Norwich Co-operative Society (floorspace 175 m²); both are classified as grocers/convenience stores. At least 70% of Sheringham residents leave the town to do their main food shopping (National Shopping Survey, 2008). Almost 50% travel by car to Morrisons in Cromer (floorspace 2200 m²). The local shops in Sheringham sell fresh fruit, vegetables and meat but cannot offer the wide range of goods or competitive pricing the local people desire.

26% of the population have to do all their shopping in Sheringham, as they do not have cars. These are the less well off, young mothers and the elderly. It would be unrealistic for them to catch a bus or train to Cromer.

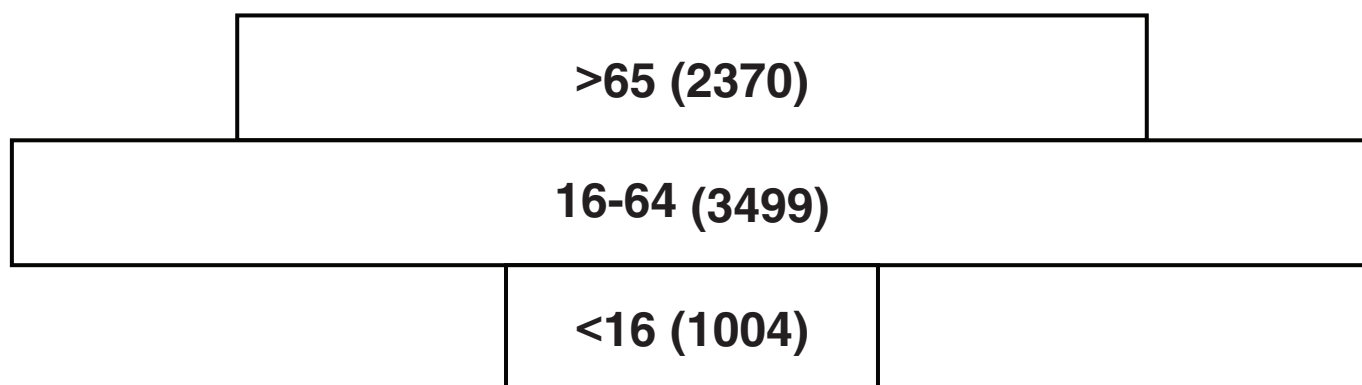
Icarus Hines who runs one of the butcher's shops has said, 'at the moment the town does not have a decent supermarket.' Mr Hines also has a butcher's shop in Cromer. The Cromer shop, although in competition with Morrisons, is successful.

(b) SHERINGHAM POPULATION CHANGE

Population

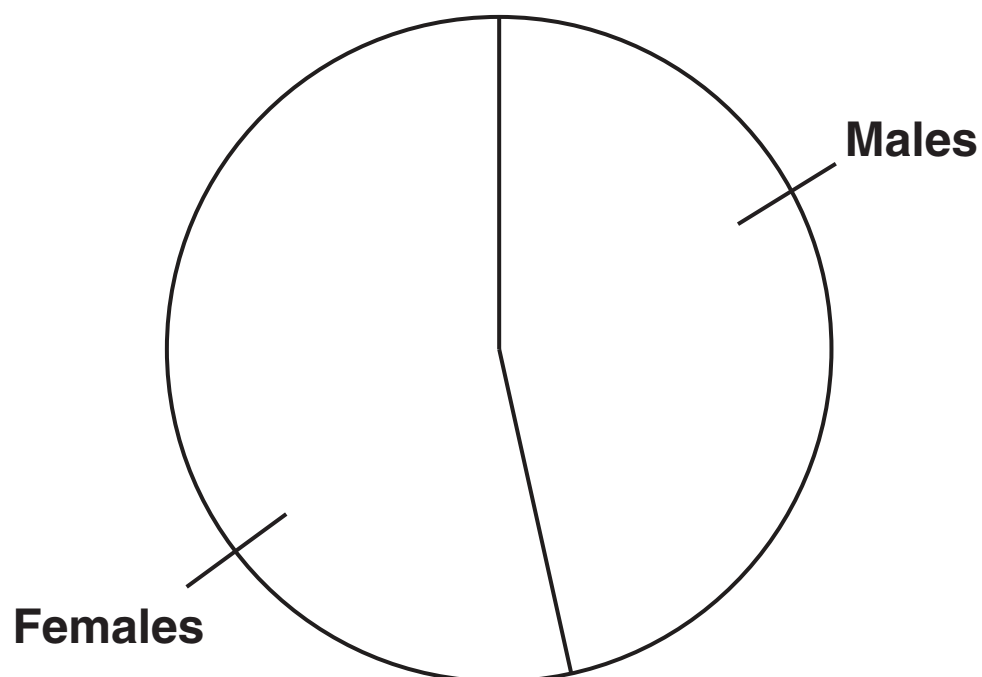


(c) SHERINGHAM POPULATION PYRAMID



Population increase 2001 to 2004 1.2%

(d) SHERINGHAM POPULATION COMPOSITION



(e) SHERINGHAM HOUSEHOLD CHARACTERISTICS

	No.	%
Lone parent households with dependent children	123	19.5
Pensioner households	1463	38.7
Lone pensioner households	818	55.9
Student households	0	0.0
One person households	1182	31.3
Married households	993	26.3
Cohabiting households	203	5.4
Other households	183	4.8
Total households	3778	

(f) VIEW DOWN STATION ROAD



(g) SHOP SURVEY 2008

Café & Restaurant	14
Gifts & Jewellery	11
Clothes	9
Public House	8
Bank & Building Soc.	7
Hairdresser	6
Antiques & Bric-a-Brac	5
Bookshop	5
Accountant	4
Sweet shop	4
Charity shop	4
Fast Food/Take Away	4
Fishmonger	3
Grocer/Convenience	3
Greengrocer	3
Electrical goods	3
Newsagent*	3
Picture gallery	3
Fish & Chips	3
Furniture/carpets	3
Solicitor	3

Toys/models	3
Baker	2
Health food	2
Butcher	2
Off Licence	2
Shoes	2
Chemist	2
Cards	2
Florist	2
Pet shop	2
Estate agent	2
Hardware/Woolworths	2
Shoe repairs	1
Motor spares	1
Dry cleaner	1
Optician	1
Library	1
Travel agent	1
Total	139

***includes the Post Office**

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