

opportunities, palatial houses and luxury. highlighting the spatial exclusion that divides Kensington. In conclusion a place can be interpreted very differently by different groups of people based on their experiences and interactions with the place.

Outline the cultural characteristics of social inequalities you found in the local palace that you have studied (3 marks)

In the London borough where the Grenfell Tower tragic incident occurs shows major signs of social inequalities, these include 60% of the homes being council homes, 1 in 5 people dropping out of education after the age of 16 and some areas being left derelict. A road away Westminster and some gated communities are home to young, affluent individuals with a second palatial and luxurious home and high levels of education.

Explain with reference to the model of place attachment, explain how a sense of place is formed (6 marks)

Place attachment is the emotional bond between person and place. The Tripartite Model developed by Scannell and Gifford (2010), defines the variables of place attachment as the three P's: Person, Process, and Place. Place attachment depends on the person and their religious or historical background, e.g. a Christian family becoming part of their religious community in their neighbourhood. A place can bring about personal memories, life milestones (e.g. buying your first car) and life-changing occurrences that connect a person and allow him/her to associate these things to that place. The place itself can form a sense of place due to its physical and social characteristics. Attachment does not have a scale, so it can occur in small spaces like a room or in large areas like a whole city. A home is a secure place that many people can associate strong bonds to as it is a place with stability and content. A place with a strong, identified community e.g. a gay space in Manchester (a socialising place) allows people to experience a stronger attachment to place because they can feel like they are part of something special and feel a sense of belonging. A place that has significant physical aspects to it like a scenic landscape or natural areas that are aesthetically pleasing allows a sense of place to be formed because a person can feel tranquil and at peace once they are in a place like this, e.g. a national park or the countryside. Finally, a sense of place can also be formed from behavioural, affective and cognitive aspects that one may experience in a certain place. With the same example before, a gay space in Manchester may allow affective bonds to arise between a gay couple as they can express their love and pride freely to a LGBTQ+ community without receiving discrimination or hate. In conclusion the Model of Place Attachment demonstrates clearly how a sense of place is formed through three variables; place, person and process.

Describe one way in which corporate bodies can try to influence or create specific place meanings. (3 marks)

Corporate bodies can try to discard negative perceptions of a place and generate a new positive set of ideas, feelings and attitudes of people to that place by re-imaging and rebranding it. This can include the introduction of new intriguing campaigns, advertisements and promotional posts on social media to give the place a specific place meaning. An