



The Barcelona inner city location of El Raval



El Raval: Slum housing

Census Data 1996		
	El Raval	Barcelona
Green space (m ² /hab)	2.3	5.2
Mortality from drugs per 100,000 hab	92.1	13.7
Population change	-11.7%	-3.4%
Index of family income	59.16	100
Life expectancy	70.68	77.79
Population aged 75 and over	14%	9.7%

a) Suggest some of the social, economic and environmental factors that have led to a need to rebrand the El Raval district of Barcelona. (10)



El Raval protest poster



New luxury hotel located in El Raval

(b) Using examples you have studied, explain how urban rebranding may bring both success and conflict for the different rebranding players. (10)

(c) Describe and explain a programme of fieldwork and research you would use to investigate the impacts of urban rebranding. (15)