

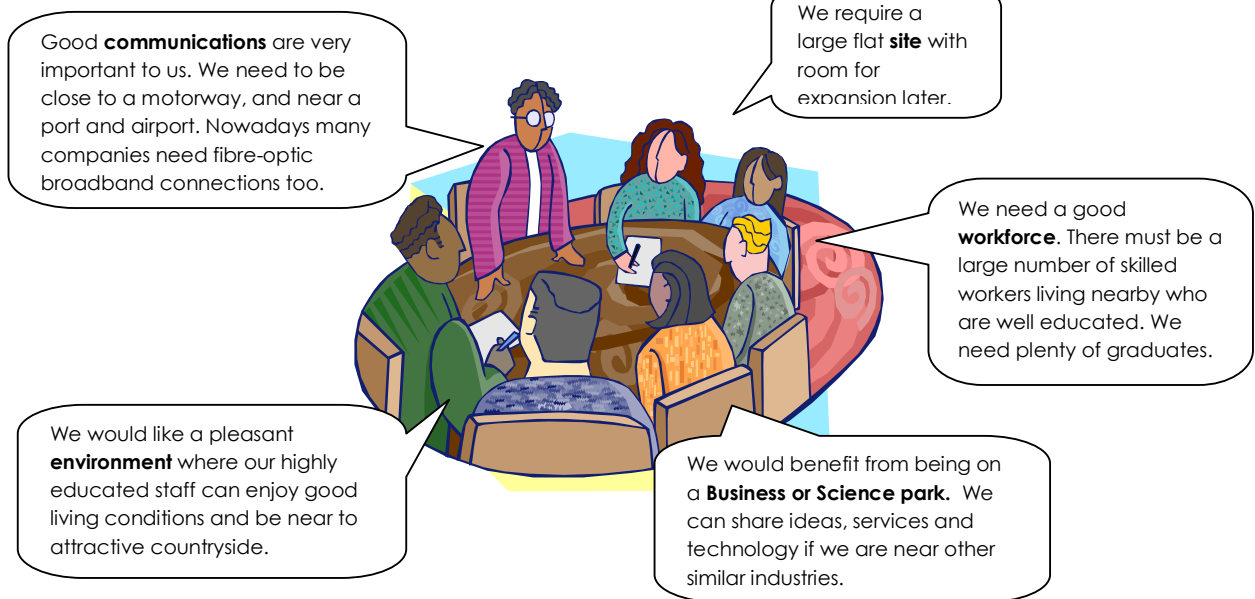
Industrial location enquiry

This enquiry is concerned with locating a factory for a High-tech industry. You will find pages 56 – 59 of your textbook helpful as you work through this enquiry.

In recent years a number of high tech companies have set up factories in different parts of the UK. They are now producing products for sale throughout Europe and across the world.

Setting up these factories took many years of planning and preparation. One of the most important decisions that had to be made in the planning process was where to locate the factory. In most cases the responsibility for choosing the best site was given to a small team of experts.

The team would begin by making a list of location factors for the new factory. They would then draw up a short list of sites that met the basic requirements. Next they would investigate the advantages and disadvantages of each site before finally choosing what they considered to be the best site. Some of the location factors that the team would consider are shown in the drawing below.



Now your company **MicroSun**, based in America, is thinking of opening a new high-tech factory in Northern Ireland. On the next page are five possible sites in Northern Ireland along with information about each one.

In this enquiry you should imagine that you have been asked by your Head Office to suggest:

- Possible sites for the factory in Northern Ireland
- The overall best site for the factory
- Explain how you came to make that choice

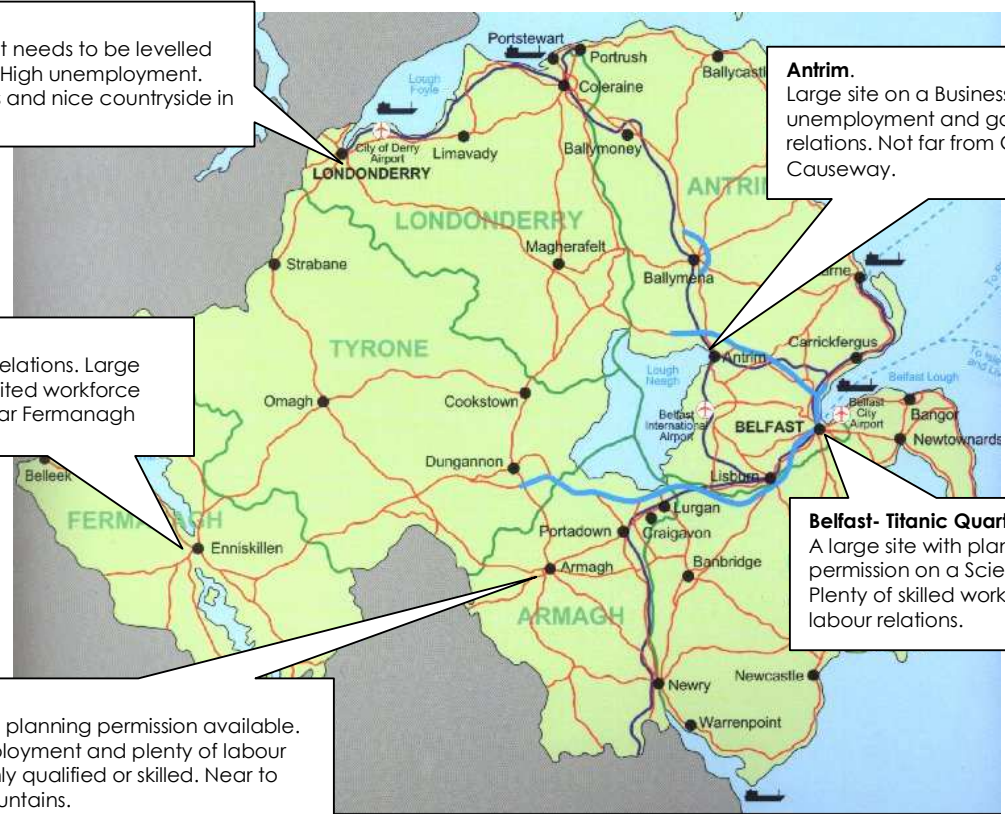
Londonderry.
A large site but needs to be levelled and drained. High unemployment. Near beaches and nice countryside in Donegal.

Antrim.
Large site on a Business Park. High unemployment and good labour relations. Not far from Giants Causeway.

Enniskillen.
Good labour relations. Large flat site but limited workforce available. Near Fermanagh Lakeland.

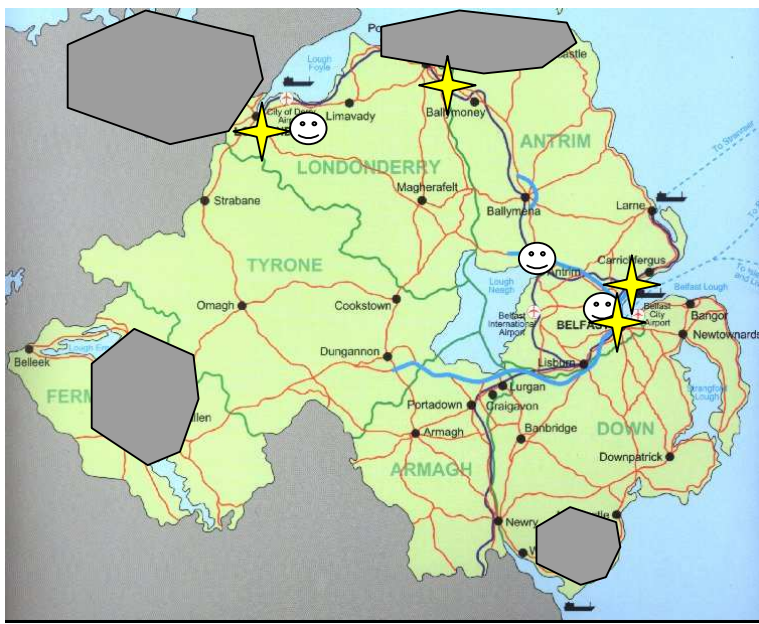
Belfast- Titanic Quarter.
A large site with planning permission on a Science Park. Plenty of skilled workers, good labour relations.

Armagh.
Flat site with planning permission available. High unemployment and plenty of labour but not highly qualified or skilled. Near to Mourne mountains.








Map showing the five possible sites

Map of surrounding features



KEY:

-  Airport
-  Motorway
-  Area of outstanding natural Beauty
-  University campuses
-  Areas with other high-tech industries

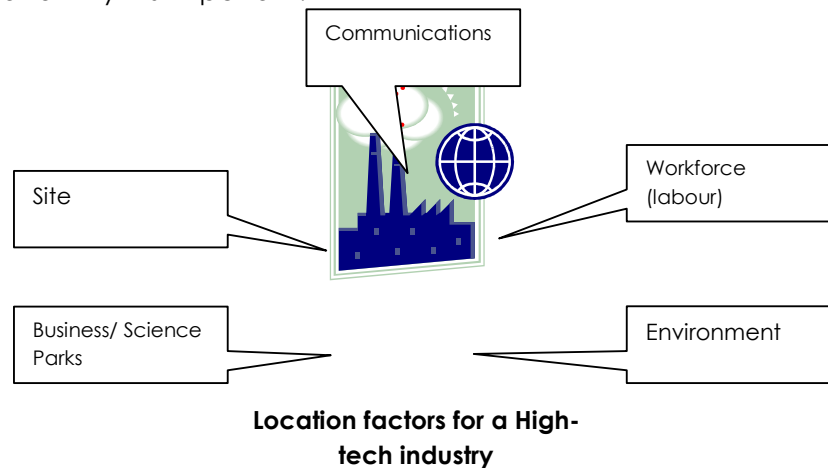
1. Introduction

You could use diagrams, maps, writing or lists here.

- Describe what you have been asked to find out in this enquiry.
- Describe what a high-tech industry is and what its specific needs are.
- Explain how the best site will be chosen.
- Describe the possible sites.

2. What are the location factors?

Draw a star diagram like the one here. Add a description to each factor to explain what it is and why it's important.



3. Which is the best site?

- Make a larger copy of the matrix on the next page.
- Look carefully at the information on the maps. For each location factor give a score for each site out of 4.

4 if the site is **excellent**
3 if the site is **very good**
2 if the site is **good** but has problems
1 if the site is **poor** and only just acceptable
0 if the site is **unsatisfactory**

Score **2** if **no information** is given

- Add up the scores in each column. The one with the highest total will be the best site.
- List the five sites in order of their total scores. Put the best at the top of the list.

	1. Londonderry	2. Enniskillen	3. Armagh	4. Belfast	5. Antrim
Size/ Quality of site					
Near to motorway					
Near to port					
Near to airport					
Workforce available nearby					
Highly educated workers nearby					
Good labour relations					
Business/ Science park available					
Near to attractive countryside					
TOTAL:					

4. Conclusion.

Write a letter to the Managing Director in the Head Office in America. It should include the following information:

- a) Which are the three best sites? List the main advantages of each one.
- b) Which one would you choose? Suggest why this site is better than the other two.
- c) In the report describe the main features of your chosen site and explain why it is the ideal location for the new factory.

You could include a map, photograph or drawing of your chosen site to show where the new factory will be.




Industrial location enquiry

Your name _____

	Marks available	Your mark
MEETING DEADLINES	10	
REPORT:		
INTRODUCTION		
Describe what you have been asked to find out	5	
Describe what a high-tech industry is and what its specific needs are.	5	
Explain how the best site will be chosen	5	
Describe the possible sites.	10	
LOCATION FACTORS		
Star diagram	5	
Short description of each factor	5	
WHICH IS THE BEST SITE?		
Copy and complete matrix, totalling scores for each site	5	
List the sites, starting with the highest	5	
CONCLUSION		
Layout a formal letter	5	
Name the best 3 sites	3	
List the advantages of the best 3 sites	3	
Use evidence from matrix to suggest why one is better than the others.	10	
Describe the main features of the chosen site	10	
Explain why it is the ideal location for Microsun	10	
Include a map, photograph or drawing	4	
TOTAL	100	

Year 9 – Industrial location enquiry

Your name _____

<p>I'm happy with</p> 	
<p>I really like</p> 	
<p>I think I could improve on</p> 	

Teacher comments: