

Mark Scheme (Results) Summer 2008

GCE

GCE Leisure Studies (6967) paper 01

Unit 2 Working Practices in Leisure

Question	Example Answer	Mark Allocation
1(a)	<p>1 mark for each correct statement up to a maximum of 4 marks. No mark for identification of Directive. If no or incorrectly titled directive chosen then mark as per which it might be to the best advantage of the candidate.</p> <p>e.g. for 'The Workplace Regulations 1992'</p> <ul style="list-style-type: none"> • Staff must have adequate space to work in administrative areas • Workstations must be at the correct height • Ventilation, lighting must be at adequate levels for comfort of staff • Where conditions would be uncomfortable (e.g. ice rink) then suitable clothing should be provided for staff • There must be adequate provision of restrooms for staff. 	4 marks
1(b)	<p>1 mark for identification of each realistic measure. Up to 2 marks for each explanation of why it is in place/how it operates.</p> <ul style="list-style-type: none"> • All coaches staff would have a CRB check (1). This would mean that they would know if they had a record of abuse with children before they worked there (1) so they would not employ them, reducing the dangers to the children (1). • Staff working with them would have to have correct training (1). This would ensure that if they would know what to do in case of a problem with one of the children (1). If a child complained about another coach they would know who to approach about it/tell the child to see (1). <p>Other possibilities include</p> <ul style="list-style-type: none"> • Staff ratios • Use of photography • Signing in and out/supervision at the end of session etc • Collection of emergency details for them. <p>If safety measures that would be applicable to everyone rather than just children are offered then credit one of those to a maximum of 3 marks Do not accept CCTV</p>	6 marks

Question Number		Indicative Content
1(c)		<p><u>Applied links between Durlon and WTR</u></p> <p><i>Open more than 48 hours per week so must ensure there is rota so staff do not do more than 48 hours.</i></p> <p><i>Open for 17 hours per day and this is too much for staff so roster must be produced.</i></p> <p><i>Less than 11 hours between closing and opening so staff could probably not do last and first shift as they need an 11 hour break in every 24 hours.</i></p> <p><i>Under 16s working 1 evenings and weekends would have more severe restrictions so rota would need to take this into account.</i></p> <p><i>If WTR put into effect then staff less tired/enjoy it more so that the quality of the work/customer service would be better.</i></p> <p><i>If they don't put WTR into effect they could face sanctions from the HSE.</i></p> <p>Level 1 - The staff would not be able to do more than 48 hours per week/there is a maximum number of hours that they can do (1). They have to have regular breaks (1). They can opt out of these conditions if they want to (1).</p> <p>Level 2 - As the pool is open for 17 hours they would have to have a roster system in place or staff would not get the breaks between their work that the regulations allow (4).</p> <p>Level 3 - The WTR would mean that management at the centre have to schedule staff carefully. Because the centre is open from 5am until 10pm they would have to have a roster for staff because they can only be made to work for a maximum of 8 hours per day and the day is 17 hours long. The roster would have to make sure that there are always lifeguards on duty and that if people are doing more than 8 hours they have the breaks. It would mean they have to ensure that the teenagers working do not do too many evenings or both days at weekends. The regulations may have a beneficial effect, as they would limit the time people can work so they will be less tired. This may mean they enjoy their work more, improving the customer service they give, and cause fewer accidents (8).</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic ways in which legislation is applied are outlined. This is likely to be as a list of the act's requirements dressed up as a 'to do' list. Simple analysis only.
Level 2	4-6 marks	Sound analysis with some reference to the effects of legislation on the running of the swim centre. At least one correct reason is suggested for the possible actions taken. Mid level 2 1 maximum if there is no specific reference to the stimulus material.
Level 3	7-8 marks	Detailed analysis with specific reference to the effects of legislation on the running of the swim centre. Explanation will accurately match the actions needed in terms of the type/quality of information held. There will be reference to at least two of the aspects of the stimulus material (length of day, children, effects on staff/accidents) and the requirements that these bring.

Question	Example Answer	Mark Allocation
1(d)	<p>1 mark for each correct statement up to a maximum of 4 marks.</p> <p>e.g. for Local Authorities</p> <ul style="list-style-type: none"> • powers are usually exercised through the environmental health officers • can inspect all types of leisure premises • can make inspections at any time • can allow operations to continue or impose sanctions. <p>For HSC</p> <ul style="list-style-type: none"> • the HSC helps organisations by promoting training for staff so that they are aware of procedures • It conducts and sponsors research into important issues in H&S. • It provides organisations with information and advisory services, particularly important when new legislation is being introduced • It puts forward proposals for new regulations and approved codes of practice • It new laws are then policed by the HSE 	4 marks

Question	Example Answer	Mark Allocation																
1(e)	<p>Up to 4 marks for application stages. 1 mark each for</p> <ul style="list-style-type: none"> • who might be affected • likelihood of risk • severity of risk • risk rating. <p>As always, bear in mind that there should be a balance in their application of the problem. If they specify a severe risk then the likelihood of this occurring must be very low. Ensure that you check the scales that the candidate gives at the foot of the RA as they may not be logical!</p> <p>Up to 4 marks for measures to minimise risks. 1 mark for each measure to minimise risk up to a maximum of 4. e.g.</p> <ul style="list-style-type: none"> • regular maintenance checks • trained operatives • regular testing of the water • first aid kit suitable for possible problems available • storage of chemicals (allow the requirements of COSHH as separate items if offered) <p>Up to 4 marks for correct scales. Up to 2 marks each for scales of likelihood and severity. Awarded as follows:</p> <ul style="list-style-type: none"> • 1 mark for numerical scale given with some indication of what each end represents or basic scale in words only. • 2 marks for numerical scale with sensible gradation of the scale shown or detailed scale in words only. • If they are in words only it is likely to be as follows (as this is the one in the textbook). Accept only the filled in boxes for the overall risk. <table border="1" data-bbox="459 1368 1126 1574"> <tbody> <tr> <td></td> <td>Slightly harmful</td> <td>Harmful</td> <td>Extremely harmful</td> </tr> <tr> <td>Highly unlikely</td> <td>Trivial risk</td> <td>Tolerable risk</td> <td>Moderate risk</td> </tr> <tr> <td>Unlikely</td> <td>Tolerable risk</td> <td>Moderate risk</td> <td></td> </tr> <tr> <td>Likely</td> <td>Moderate risk</td> <td></td> <td></td> </tr> </tbody> </table> <p>Likely scales to be met accompanied by numbers (although acceptable without - it is just impossible to get the overall risk mark if these are presented without numbers): Unlikely - likely - highly likely Slightly harmful - harmful - very harmful Slight injury - first aid treatment - time off - hospitalised - death</p> <p>DO NOT ACCEPT Unsevere - severe - very severe</p>		Slightly harmful	Harmful	Extremely harmful	Highly unlikely	Trivial risk	Tolerable risk	Moderate risk	Unlikely	Tolerable risk	Moderate risk		Likely	Moderate risk			12 marks
	Slightly harmful	Harmful	Extremely harmful															
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Likely	Moderate risk																	

Question	Example Answer	Mark Allocation
Total for Question 1		34 marks
2(a)(i)	<p>1 mark for each correct idea up to a maximum of 5.</p> <ul style="list-style-type: none"> • It s for leisure organisations/is available for public and private organisations • Organisations carry out a self assessment on their operation • Customer focuses/aims to improve customer service • They compare themselves to the industry standard/best practice information • They can identify strengths/areas for improvement • External validation is undertaken by assessors from the industry • They are given a percentage score for their grading/they need to get 60% for this award (60% registered, highly commended 75-84%, excellent 85% and above is the full scoring system which would lift this to 2 marks) • They may get a mystery visit • They will get a maintenance assessment to maintain their registration on the scheme • This is based on a two year cycle/two visits are made in two years 	5 marks
2(a)(ii)	<p>1 mark for each correct possible piece of evidence up to a maximum of 3.</p> <ul style="list-style-type: none"> • Asking customers at the pool about the facilities • Documentation such as maintenance year-planners for the swimming pool • Records of staff training for handling chemicals • Cleaning schedules for changing rooms. <p>Or any other realistic response. If the suggestions offered are only concerned with what might be expected as the end product of putting the evidence into practice - e.g. clean changing rooms, well trained staff, then allow 1 mark max for these.</p>	3 marks

Question Number		Indicative Content
2(b)(i)		<p><u>Applied links between the Swim centre information and Quest</u> Pool hot and rooms cold could be improved through introduction of systems linked to maintenance or environment control Lack of clean poolside/ changing rooms improved with attention to housekeeping and cleanliness Complaints etc improved with introduction of systems for customer feedback, customer research and people management Equipment problems could be improved through regular risk assessments of it, policies of buying the best, customer introductions so that they know how to use it. Candidates may well find other more obscure, but equally valid, links!</p> <p>Level 1 - It will give them public recognition that they are trying to improve. Customers will get a better service.</p> <p>Level 2 - As the requirements include checks being made on equipment - they should have a maintenance schedule for all areas. This should mean that the problems like the pool and changing rooms not always being right are eliminated (5).</p> <p>Level 3 - The evidence that Quest requires means that these problems should be eliminated. They have to show regular maintenance schedules so the equipment for heating should always be working properly. The cleaning schedules will mean that this is regular - at the moment it looks like it is being done well but not often enough. Quest also focuses on organisation of staff so that if information needs to be passed on there will be a set system for this so it always should be done. Quest emphasises quality in equipment so they will realise that it is a false economy to buy poor quality, especially as it could upset customers (8).</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Simple analysis of the benefits of Quest given but with little, if any, to link to the information about the swim centre. These will probably be fairly generic and the influence on the club only implicit.
Level 2	4-6 marks	Benefits are linked to the information about the swim centre in a general way. There is some analysis of how the characteristics of Quest will help to combat the problems stated, although specific problems may not be addressed. To achieve this level there must be evidence of the stimulus being used directly or that the benefits are specifically of Quest and not just any quality system.
Level 3	7-8 marks	Detailed analysis characterised by specific linkage of aspects of the Quest system with the given problems at the swim centre.

Question Number	Indicative Content	Mark Allocation
2(b)(ii)	<p>Mark on a points basis, with a full 4 mark answer needing the following ideas: 2 marks for theory of liP and/or Quest liP is mainly about people (1) Quest deals with people and facilities (1) 2 marks for application to scenario man of the centre's problems re facility rather than people based (1) Example of those that can only be dealt with by Quest (1)</p> <p>A well written response may cover some o these only implicitly. This is fine as t is the overall response which is the key. If you think it fully answers the question, award full marks. Response that only deal with the benefits of liP (i.e. those that say 'yes, it would be better') can get max 3 marks. The second and third marks should b awarded for good application of liP to the problems outlined</p>	4 marks

Question	Example Answer	Mark Allocation
2(c)	<p>1 mark for each correct statement up to a maximum of 4.</p> <ul style="list-style-type: none"> • Is customer service focussed • Run by the government • Relatively cheap to implement • Is for public sector organisations • Sets standards based on what the customer wants/shows it listens to customers and acts upon it • Offers choice for a wide range of needs • Promotes continuous improvement • Involves staff in the planning and implementation of change • Staff are encouraged and empowered to put things right where possible • Benefits of new technology are maximised • Communities have a say in the design and delivery of local services 	4 marks
Total for Question 2		24 marks

Question	Example Answer	Mark Allocation
3(a)	<p>Up to 3 marks for explanation of what it is/what is involved in it.</p> <p>Reserve 1 mark for basic explanation of what a study is. The other 2 will probably be gathered for items that will be contained in it, although good explanations of its function can gain all 3 marks. Look for an overall understanding of what it is and how it is useful in project planning a response that shows this should get 3 marks.</p> <p>e.g.</p> <ul style="list-style-type: none"> • This is carried out to decide whether the project can be done or not (1). This will include calculating how much it will cost and how the money is to be raised (1). It will investigate what marketing will be needed (1). <p>N.B. Allow ‘decide whether the project is possible’ for 1 mark but not ‘whether the project is feasible’. They do need to translate the word ‘feasible’ for the mark.</p>	3 marks
3(b)(i)	<p>Up to 2 marks available.</p> <p>2 mark answer</p> <ul style="list-style-type: none"> • 2590 <p>1 mark answers</p> <ul style="list-style-type: none"> • 1590 • 2410 • Both 360 and 1250 seen but final total incorrect. • 1610 • One mistake made in otherwise completely correct method 	2 marks
3(b)(ii)	<p>Up to 3 marks available.</p> <p>3 mark answer</p> <ul style="list-style-type: none"> • 359 <p>2 mark answers</p> <ul style="list-style-type: none"> • One mistake made in otherwise completely correct method • 2154 seen together with attempt to divide 2154 by 6 • 3154 minus 1000 incorrectly done but their total is correctly divided by 6. <p>1 mark answers</p> <ul style="list-style-type: none"> • Two mistakes made in otherwise correct method • Answer given as 525-526 inclusive, even if it involves fraction of a person! • 3154 minus 1000 seen • 2154 seen 	3 marks

Question	Example Answer	Mark Allocation
3(b)(iii)	<p>Up to 3 marks. Reserve 1 mark for explanation of what the 10% is for. Other two may come from examples or more detailed explanation.</p> <ul style="list-style-type: none"> • This will be a contingency fund (1) to cover any costs that may not have been foreseen (1). This could be something like the cost of stamps rising before the mailings are sent out so the £28 per 100 would be wrong (1). <p>Look for an overall understanding of what it is and how it is useful in project planning/operation - a response that shows this should get 3 marks</p>	3 marks
3(b)(iv)	<p>1 mark for identifying a realistic method of evaluating this project. 2 marks for explaining how it could be used to evaluate this event.</p> <ul style="list-style-type: none"> • They could use financial objectives to evaluate it(1). They could set a target at the start as to how much they would like to make (1). It would be a success if they achieved this figure.(1) 	3 marks
3(c)(i)	<p>Up to 3 marks for correct explanation of customer profiling.</p> <ul style="list-style-type: none"> • This is where customers details like age, habits are processed by the system (1) to determine what products/services might be most attractive to them (1). Customer information may include what they buy or activities they take part in at the centre (1) This can then be used to target them in advertising or create a more personal relationship with customers (1). 	3 marks

Question Number	Indicative Content
3(c)(ii)	<p><u>Applied links between Durlon Swim centre and an electronic marketing scheme</u></p> <p><i>Membership scheme will mean that they have their members' addresses etc which means they can send them adverts for the social events, galas etc through it.</i></p> <p><i>Could encourage target marketing perhaps for the café or for the different types of events</i></p> <p><i>Can keep record of when they go if they use swipe entry cards so could send special offers for times they go swimming.</i></p> <p><i>They will be able to see how often members use the pool and if they don't use it much they can contact them so they retain rather than lose them to the new centre.</i></p> <p><i>Allow also links to a possible website as long as there is some idea as to how this will be linked to membership given.</i></p> <p>N.B. Beware of responses who only deal with benefits of swipe cards rather than membership schemes. They are related but it is a narrow range of response that is unlikely to get beyond mid L2 at best.</p> <p>Level 1 - They could have subscriptions automatically renewable by the system (1). They will have good communication with their members.(1)</p> <p>Level 2 - An electronic membership scheme allows them to communicate efficiently with their members as they will have their email/address etc. This means they can advertise their events more efficiently so meaning more people are likely to attend and their functions will make more money (4).</p> <p>Level 3 - Because they have all their members data to hand they can personalise their service and therefore keep members/attract more. They can communicate quickly with them, whether it is just sending them a birthday card or special deals for particular events. It will be easy to send details of their events to all their members and this may mean more attend events like the wine tasting. If it is combined with a membership card then this may record what they do in connection with the club and enable them to target market them - e.g. if they use the café they could offer them a discounted meal. Their electronic system may even link to other pools and they may have reciprocal use arrangements if their members are elsewhere, e.g. on business. All this will encourage their members to stay (8).</p>

Level	Mark	Descriptor
Level 1	1-3 marks	Benefits simply stated probably in no more than list form. Any analysis will be in very general terms.
Level 2	4-6 marks	Some sound analysis of at least one benefit to the club. There should be some reference to the characteristics of the club outlined in the stimulus material. There will probably be a considerable amount of generic benefit as well. Specific reference to the stimulus is needed for the top of the level.
Level 3	7-8 marks	Detailed analysis of 2-3 benefits to the park, with specific reference to Durlon Swimming Club. The benefits should be directly related to the characteristics of DFS as outlined in the stimulus material.
Question	Example Answer	Mark Allocation
3(d)(i)	<p>1 mark for identification of one benefit and up to 2 marks for explanation of how it operates. N.B. Credit only <i>one</i> benefit</p> <ul style="list-style-type: none"> • They would need less staff to take tickets (1). This would mean that they would not need to employ so many, saving wages(1). This would reduce costs and therefore increase the centre's profits (1). 	3 marks
3(d)(ii)	<p>Up to 2 marks for each explanation, depending on depth.</p> <ul style="list-style-type: none"> • They are costly to buy (1). This mans that savings in money will tend to be long term (1) and this may prevent them reducing prices as they have to cover the costs now (1). • New systems will mean that staff need to know how to use them so they will need training (1). They may not feel confident on them so mistakes may be made (1) and they may create problems as they could be 'anti' them as they think they are going to replace people with technology (1). <p>N.B. There is no indication that swimmer's <i>have</i> to pay in this way or buy a season ticket so beware of responses that assume this and criticise the system accordingly.</p>	4 marks
Total for Question 3		32 marks
TOTAL FOR PAPER: 90 MARKS		

