



Pearson BTEC Level 3 Nationals Sport

First teaching December 2016

Sample Assessment Materials:

Unit 22: Investigating Business in Sport and the Active Leisure Industry.

For use with Diploma, Extended Diploma

Version 2.0

BTEC and LCCI qualifications

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Pearson BTEC Level 3 Nationals	
<h1>Sport</h1> <p>Set task: Unit 22 Investigating Business in the Sport and Active Leisure Industry</p>	<p>Level</p> <h1>3</h1> <p>Part</p> <h1>A</h1>
<p>Diploma/Extended Diploma</p> <p>Sample assessment material for first teaching December 2016</p>	
<p>Part A contains material for the completion of the research for the set task.</p> <p>Part A is given to learners two weeks before Part B is scheduled. Learners are advised to spend no more than six hours on Part A.</p> <p>Part A must be given to learners on the specified date so that learners can prepare in the specified way</p> <p>Part A is specific to each series and this material must be issued only to learners who have been entered to take the task in that series.</p> <p>Part B materials must be issued to learners for the specified session on the specified date.</p>	

Paper Reference(s)

XXXX/XX

PXXXXXA

Instructions for teachers/tutors

This set task has a preparatory period. Part A sets out how learners should prepare for the completion of the task under supervised conditions.

Learners should undertake independent research on the content given in this Part A booklet

Learners are expected to spend up to six hours in undertaking Part A. It is expected that scheduled lessons or other timetabled slots will be used for some or all of the preparation.

Learners may prepare summary notes on research findings. The notes should:

- be up to four sides of A4
- just contain key findings from the research.
- be hand written or typed

Part B must be completed under supervision in a single session as timetabled by Pearson. A supervised rest break is permitted.

The supervised assessment uses the Part B task and answer book and learners may use a calculator

The set task is a formal external assessment and must be conducted with reference to the instructions in this task booklet and the *Information for Conducting External Assessments (ICEA)* document, to ensure that the preparatory period is conducted correctly and that learners have the opportunity to carry out the required activities independently.

Teachers/tutors should note that:

- learners should not be given any direct guidance or prepared materials
- learners should not be given any support in writing or editing notes
- all work must be completed independently by learners
- learner notes will be retained securely by the centre after Part B and may be requested by Pearson if there is malpractice suspected.

Instructions for learners

Read the set task information carefully.

This is **Part A** of the set task and gives information you need to use to prepare for Part B of the set task.

In Part B you will be given detailed information. Use this Part A booklet to prepare by relating your learning to the specific information given. In your preparation for Part B using this Part A booklet you may prepare notes from your research to refer to when completing the set task.

You will complete Part B under supervised conditions.

You must work independently and should not share your work with other learners.

Your teacher may give guidance on when you can complete the preparation.

Your teacher cannot give you feedback during the preparation period.

Part A Set task information

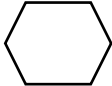
- In preparation for part B you will be required to carry out research on three different Health and Fitness clubs. The three Health and Fitness Clubs should be different in size and ownership.
- Your research should include:-
 - facilities
 - products and services
 - business operations
 - demographics
- You will be allowed to take four A4 sides of your individually prepared notes based on the key findings of your research into the supervised assessment.
- Your notes may be hand written or typed

Write your name here

Surname	Other names
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Centre Number					
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Learner Registration Number					
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Pearson BTEC Level 3 Nationals	
<h1>Sport</h1>	Level 3
Set task: Unit 22 Investigating Business in Sport and Active Leisure	Part B
Diploma/Extended Diploma Sample assessment material for first teaching September 2017	Total marks 
Part A will need to have been used in preparation for completion of Part B .	Supervised hours 3
Part B must be issued to learners as defined by Pearson and should be kept securely.	
Part B should be taken in a single session of 3 hours on the timetabled date.	
Part B is specific to each series and this material must be issued only to learners who have been entered to take the task in that series.	
Part B should be kept securely until the start of the supervised assessment period.	

Information

A calculator may be used.
The total mark for this paper is 64

Paper Reference(s)
XXXX/XX

Instructions for teachers/tutors and/or invigilators

The set task is a formal external assessment and must be conducted with reference to the instructions in this task booklet and the *Information for Conducting External Assessments (ICEA)* document, to ensure that the supervised period is conducted correctly and that learners have the opportunity to carry out the required activities independently.

Part B set task is undertaken under supervision in a single session of 3 hours on the timetabled date. Centres may schedule a supervised rest break during the session.

Part B set task requires learners to apply understanding gained through research with the context. Learners should bring in notes as defined in Part A. The teacher /invigilator needs to ensure that the notes comply with the requirements.

Learners must complete the set task using this task and answer booklet.

A calculator may be used.

Teachers/tutors and invigilators are responsible for maintaining security and for reporting issues to Pearson. In particular:

- only permitted materials for the set task can be brought into the supervised environment
- during any permitted break and at the end of the session, materials must be kept securely and no items removed from the supervised environment.
- Learner notes related to part A must be checked to ensure length meet limitations
- Learner notes from Part A will be retained securely by the centre after Part B and may be requested by Pearson if there is suspected malpractice

After the session the teacher/tutor or invigilator will confirm that all learner work was completed independently, as part of the authentication submitted to Pearson.

Outcomes for submission

Task and answer book should be submitted to Pearson

Instructions for learners

Read the set task information carefully.

The session is of three hours. Your tutor/invigilator will tell you if there is a supervised break. Plan your time carefully

You have prepared for the set task given in this Part B booklet. Use your notes prepared during Part A. You will complete this set task under supervision and your work will be kept securely during any breaks taken.

You must work independently throughout the supervised assessment period and should not share your work with other learners.

Outcomes for submission

You should complete the task and answer book.

Part B Set task information

There are two health and fitness clubs in this town. WAH Wellbeing club which has been in operation since 2007 and is well established and the other, Get Fit Quick, has recently opened in the town.

WAH Wellbeing club

WAH Wellbeing club opened in 2007 and has quickly become popular in the local town.

Facilities:

- a 25 m pool
- a state of the art gym
- four studios – used for an extensive range of classes and activities.

Products and services:

- a cafe and juice bar
- a fitness clothing and equipment shop
- spa facilities
- nutritional therapy
- personal training

The club is open 8 a.m.–8 p.m. Monday to Sunday.

Business operations

Membership fee details

Membership	Price	Joining fee	Notes
Individual	£45 per month off peak	£50	Couple = £80 per month
Individual	£60 per month peak	£50	Couple = £110 per month
Children under 5 go free			
Non-members can pay £10 a day to use the clubs' facilities			

WAH operates as a private limited company (Ltd). The club recruits its own staff, ranging from permanent to seasonal staff. The club is owned by a managing director and finance officer. They employ a club manager who is responsible for human resources, staff training and the general operations of the club.

WAH keeps a database of its past and present customers so that it can send them offers and details of any promotions and new services being offered by the club. Its website is regularly updated to reflect offers and any special activities and classes it is running. WAH advertises in the local newspapers and online. WAH is seen as a premium club and it claims its unique selling point (USP) is 'the leisure experience'; customers can use the gym and enjoy a coffee. There is also a nutritional therapist available for consultation after spinning classes and this is popular with many customers.

The club is located in a town with a population of just over 40,000 people. In the town there are three secondary schools, and an amateur cricket and football club. There is a local authority swimming pool that also has a small gym. The town has a business park where staff work in several office buildings.

Demographics

Table of demographics of the town

Age	Year	Year	Year
	2005	2010	2015
0-5	2162	2328	2382
6-10	2004	2204	2414
11-15	1900	2089	2196
16-20	2152	2459	2643
21-30	3914	4045	4362
31-40	4220	4508	4942
41-50	5061	5604	6286
51-60	4864	5925	6737
61-70	4560	5308	6231
70+	4663	4809	5418
Total Population	35,470	39,279	43,611

Get Fit Quick

A new 24-hour gym called Get Fit Quick has begun advertising in the town. It is being opened in the business park in one of the unused office buildings. The new 24-hour gym will give members access to the gym all day and night.

Facilities:

- a state of the art gym – all fitness equipment has multimedia functions (built-in TV screens, heart rate monitors)
- a high impact studio – classes and activities are timetabled from early morning through to late evening
- group cycling studio and mind and body studio
- 24/7 security monitoring.

Products and services:

- coffee and snack vending machines
- personal training.

The club is open 24 hours a day Monday to Sunday.

Business Operations

Membership fee details

Membership	Price	Joining fee	Notes
Individual	£25 per month	£0	Couple = £40 per month
Children under 16 are not allowed			
Non-members cannot pay to use the facilities			
One week free trial offer			

Demographics

Age	Year	Year	Year
	2005	2010	2015
0-5	2162	2328	2382
6-10	2004	2204	2414
11-15	1900	2089	2196
16-20	2152	2459	2643
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Total Population	35,470	39,279	43,611

Set task

You must complete ALL activities. Recommended timings are given for each activity.

Produce a business summary by completing these activities in the task and answer book. You will need to refer to the task information and your research notes on health and fitness clubs.

Activity 1. Review of business information. (45 minutes)

Review the current business status using the information provided in the set task information about WAH Wellbeing club, considering:

- the purpose
- the data
- research of the sport and active leisure industry

(Total for Activity 1 = 16 marks)

Activity 2. Business Model Analysis (45 minutes)

Analyse the business model and factors that are currently affecting WAH Wellbeing club.

You should use the Business Model PESTLE or SWOT in your analysis.

(Total for Activity 2 = 16 marks)

Activity 3. Recommendation (60 minutes)

Recommend how WAH Wellbeing Club can develop and market itself

You should consider:

- customer groups
- trends in the industry
- the needs of the business.

(Total for Activity 3 = 20 marks)

Activity 4. Justification (30 minutes)

Justify your recommendations.

You should justify your recommendations making links to:

- Get fit Quick and other health and fitness businesses
- the wider business context in the sport and active leisure industry.

(Total for Activity 4 = 12 marks)

TOTAL FOR PAPER = 64 MARKS

Unit 22– Investigating Business in Sport and Active Leisure - sample marking grid

General marking guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark grids should be applied positively. Learners must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark grid, not according to their perception of where the grade boundaries may lie.
- All marks on the mark grid should be used appropriately.
- All the marks on the mark grid are designed to be awarded. Examiners should always award full marks if deserved. Examiners should also be prepared to award zero marks, if the learner's response is not rewardable according to the mark grid.
- Where judgement is required, a mark grid will provide the principles by which marks will be awarded.
- When examiners are in doubt regarding the application of the mark grid to a learner's response, a senior examiner should be consulted.

Specific marking guidance

The mark grids have been designed to assess learners' work holistically.

Rows in the grids identify the assessment focus/outcome being targeted. When using a mark grid, the 'best fit' approach should be used.

- Examiners should first make a holistic judgement on which band most closely matches the learner's response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the assessment focus/outcome and will be modified according to how securely all bullet points are displayed at that band.

Marks will be awarded towards the top or bottom of that band depending on how they have evidenced each of the descriptor bullet.

Activity 1

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Review the current status	<p>0</p> <p>No rewardable material.</p>	<p>1–4</p> <ul style="list-style-type: none"> • Produces a limited review with inconsistent references made to the business and sport and active leisure industry. • Shows a limited understanding of the purpose of the existing business. • Show a limited understanding of the data provided in the given scenario. • Shows a limited use of research from sport and active leisure industry to support the review of the scenario. 	<p>5–8</p> <ul style="list-style-type: none"> • Produces a review with some relevant references made to the business and sport and active leisure industry. • Shows understanding of the purpose of the existing business. • Shows a basic understanding of the data provided in the given scenario. • Shows a basic use of research from sport and active leisure industry, with examples used to support the review of the scenario. 	<p>9–12</p> <ul style="list-style-type: none"> • Produces a clear review with sound references made to the business and sport and active leisure industry. • Shows a clear understanding of the purpose of the existing business. • Shows a clear understanding of the data provided in the given scenario. • Shows a clear use of research from the sport and active leisure industry, with clear examples used to support the review of the scenario. 	<p>13–16</p> <ul style="list-style-type: none"> • Produces a comprehensive review with detailed references made to the business and sport and active leisure industry. • Shows a detailed understanding of the purpose of the existing business. • Shows a detailed understanding of the data provided in the given scenario. • Shows a detailed use of research from the sport and active leisure industry, with sustained examples used to support the review of the scenario.

Activity 2

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Analyse the internal and external influences	0	1-4	5-8	9-12	13-16
	No rewardable material.	<ul style="list-style-type: none"> • Produces a limited analysis of internal and external factors that influence the business. • Demonstrates a limited knowledge and understanding of the business model used. • Demonstrates a limited understanding of how to apply a business model when analysing the business. 	<ul style="list-style-type: none"> • Produces a basic analysis of internal and external factors, including competitor activity, that influence the business, supported by examples • Demonstrates a basic knowledge and understanding of the business model used. • Demonstrates a basic understanding of how to apply a business model when analysing the business. 	<ul style="list-style-type: none"> • Produces a clear analysis of internal and external factors, including competitor activity, that influence the business, supported by sound examples and some reference to wider research • Demonstrates a sound knowledge and understanding of the business model used. • Demonstrates clear understanding of how to apply a business model when analysing the business. 	<ul style="list-style-type: none"> • Produces a detailed analysis of internal and external factors, including competitor activity, that influence the business, supported by detailed examples drawing on wider research • Demonstrates a detailed knowledge and understanding of the business model used. • Demonstrates a detailed understanding of how to apply a business model, when analysing the business.

Activity 3

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Recommendations	<p>0</p> <p>No rewardable material.</p>	<p>1-5</p> <ul style="list-style-type: none"> Recommendations are generic, with limited reference to the development and marketing of the business. Recommendations demonstrate limited consideration for meeting the needs of customers. Recommendations demonstrate limited consideration for meeting trends in the industry. Recommendations demonstrate limited consideration for meeting the needs of the business. 	<p>6-10</p> <ul style="list-style-type: none"> Overall, recommendations are relevant with reference to the development and marketing of the business. Recommendations demonstrate clear consideration for meeting the needs of customers, supported by examples. Recommendations demonstrate clear consideration for meeting trends in the industry, supported by examples. Recommendations demonstrate clear consideration for meeting the needs of the business, supported by examples. 	<p>11-14</p> <ul style="list-style-type: none"> Overall, recommendations form a coherent plan with reference to the development and marketing of the business: Recommendations demonstrate sound consideration for meeting the needs of customers, supported by relevant examples. Recommendations demonstrate sound consideration for meeting trends in the industry, supported by relevant examples. Recommendations demonstrate sound consideration for meeting the needs of the business, supported by relevant examples. 	<p>15-20</p> <ul style="list-style-type: none"> Overall, recommendations form a comprehensive plan with reference to the development and marketing of the business. Recommendations demonstrate detailed considerations for meeting the needs of customers, supported by detailed examples. Recommendations demonstrate detailed consideration for meeting trends in the industry, supported by detailed examples. Recommendations demonstrate detailed consideration for meeting the needs of the business, supported by detailed examples.

Activity 4

Assessment focus	Band 0	Band 1	Band 2	Band 3	Band 4
Justify your recommendations	0	1–3	4–6	7–9	10–12
	No rewardable material.	<ul style="list-style-type: none"> • Justifications are generic with limited links made to the recommendations given. • Justifications make limited links between businesses and wider business context. 	<ul style="list-style-type: none"> • Justifications are relevant with clear links to the recommendations given. • Justifications make relevant links between businesses and wider business context, supported by examples. 	<ul style="list-style-type: none"> • Justifications are logical with sound links made to the recommendations given. • Justifications make logical links between businesses and wider business context, supported by sound examples. 	<ul style="list-style-type: none"> • Justifications are comprehensive with sustained links made to the recommendations given. • Justifications make comprehensive links between businesses and wider business context supported by sustained examples.