

Mark Scheme (Results) January 2009

GCE

GCE Leisure Studies (6967) paper 01

Unit 2: Working Practises in Leisure

Question	Example Answer	Mark Allocation
<p>1(a)(i)</p>	<p>1 mark for each correct point.</p> <p>If attempts are made to quantify ratios of adults to children, accept this as the generic ‘there must be correct ratio’ even if numbers are incorrect.</p> <ul style="list-style-type: none"> • police checks for people working with children (1) • must be correct ratio of staff to children (1) • staff must be qualified (1) • guidelines on types of equipment (1) • guidelines on records that need to be kept (1) • controlled access for adults (1). <p>Local Authorities should ensure</p> <ul style="list-style-type: none"> • adequate social services available (1) • information on child protection available (1) • facilities are registered/inspected (1). <p>or any other valid point</p>	<p>4 marks</p>
<p>1(a)(ii)</p>	<p>1 mark for each sanction identified. 1 mark for each correct description.</p> <ul style="list-style-type: none"> • prohibition order (1) is where part of the facility has to be closed down until improvements are made (1) • improvement notice (1) where action is required to remedy a problem within a given timescale. 	<p>4 marks</p>

Question	Example Answer	Mark Allocation
1(b)	<p>Up to 3 marks for each of 2 measures. Explanation may be as to how the measure will work or as to why it needs to be taken.</p> <p>Balance of explanation and description can be 2 + 1 or 1 + 2.</p> <ul style="list-style-type: none"> • menus give a clear idea of the contents (1) as people would need to know if there was anything that their children are allergic to (1). They could order only food that didn't contain some substances/food on the tables would have to be clearly labelled(1) • staff need a food hygiene certificate (1). This will mean that they have been trained in the necessary procedures such as food storage (1). This will reduce the chances of people becoming ill from the food produced there (1). <p>Accept use of special equipment (e.g. thermometers) as a measure, but only accept one per part of the act, i.e. could use thermometer for controlling cooking and freezers for controlling storage.</p>	6 marks

Question Number		Indicative Content
1(c)		<p><u>Key ideas for applied links between CLC and the Regulations</u> <i>Kits are often in use therefore CLC will need to have someone check them regularly to ensure that they are complete/get restocked.</i></p> <p><i>There activities in many different areas so CLC will have to ensure there are always first aiders on hand wherever there are activities.</i></p> <p><i>It has a large number of staff, some of whom may not be there much - they will all have to know where the first aid kits are kept.</i></p> <p><i>Some of the activities, like football on the outdoor pitches, could have serious injuries so the contents of the first aid boxes will need to reflect this.</i></p> <p><i>When its events are held there would have to be a well marked first aid centre that all the stewards etc would know about.</i></p> <p>Level 1 - There will need to be a first aid kit provided (1) They will have to have enough trained first aiders (1).</p> <p>Level 2 - They may have to do a risk assessment to decide what first aid kit is needed at the centre. They will need to know how many first aid staff they will need for an event. Because this is calculated as a ratio it will depend on the number of people they expect to turn up. The more people there so the more first aiders they will need. They would also need to ensure there are enough first aid kits for this many people as well. (5)</p> <p>Level 3 - CLC has many different activities so will need first aid kits that are appropriate to each - for example, there are more likely to be major injuries on the outdoor pitches so there might be splints/a larger range of materials in those. Casual staff may come in to take a specialist class so they must be told where the first aid kits are, or where the nearest qualified first aider is if they are not qualified. One member of staff may be paid to check the first aid kits. (7)</p>
Level	Mark	Descriptor
Level 1	1-3 marks	Basic ways in which legislation is applied are outlined. This is likely to be a list of the regulations' requirements dressed up as a 'to do' list.
Level 2	4-6 marks	Sound analysis with some reference to the effects of legislation on the running of CLC At least one correct reason is suggested for the possible actions taken. At low end there may be analysis without real application, but mid L2 requires some reference to the stimulus at least by implication.
Level 3	7-8 marks	Detailed analysis with specific reference to the effects of legislation on the running of CLC. Analysis will accurately match the actions needed in terms of the type/quality of information held. There will be at least 2 links between CLC and the regulations.

Question	Example Answer	Mark Allocation
1(d)	<p>Up to 4 marks for application stages</p> <p>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</p> <p>1 mark for each measure to minimise risk up to a maximum of 4</p> <ul style="list-style-type: none"> • have younger children on one rink and older ones on the other/section off areas of the rink for different abilities • have a one way system skating round it • have signage encouraging people to be responsible/not go too fast • Have staff supervising/have stewards who monitor/stop bad behaviour on the ice • have trained first aiders/first aid kit etc • have different times for skaters of different ages/levels • limit the number of people on the ice • or any other realistic response. <p>Up to 4 marks for correct scales</p> <p>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 	

Question	Example Answer	Mark Allocation																
<p>1(d) cont.</p>	<p>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.</p> <table border="1" data-bbox="386 427 1216 638"> <tr> <td></td> <td>Slightly harmful</td> <td>Harmful</td> <td>Extremely harmful</td> </tr> <tr> <td>Highly unlikely</td> <td></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> </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 - harmful - very harmful Slightly injury - first aid treatment - time off - hospitalised - death</p> <p>If likelihood scale has a mix of 'likely' and 'possible' terminology, max 1 mark</p> <p>DO NOT ACCEPT 'Impossible' or similar (never) as part of a scale 'No harm' or similar as part of a scale Unsevere - severe - very severe</p>		Slightly harmful	Harmful	Extremely harmful	Highly unlikely		Tolerable risk	Moderate risk	Unlikely	Tolerable risk	Moderate risk		Likely	Moderate risk			<p>12 marks</p>
	Slightly harmful	Harmful	Extremely harmful															
Highly unlikely		Tolerable risk	Moderate risk															
Unlikely	Tolerable risk	Moderate risk																
Likely	Moderate risk																	
<p>Total for Question 1</p>		<p>34 marks</p>																

Question	Example Answer	Mark Allocation
2(a)(i)	<p>1 mark for each descriptive point up to a maximum of 4. Up to a maximum of 2 marks for a developed description.</p> <ul style="list-style-type: none"> • national accreditation/standard (1) • training and development of staff (1) • externally assessed (1) • framework for improving business performance (1) • managed by 12 centres • have to apply to one of the centres for the award • eligible to organisations with 5 or more employees • based on 4 principles of commitment, review/ planning, action, evaluation (2 for all 4, 1 for 2/3). 	4 marks
2(a)(ii)	<p>1 mark for each correct suggestion. Credit generic comments (as the first 2 examples) or specific ones. If they are specific they do not have to be one from separate generic categories.</p> <ul style="list-style-type: none"> • they would hold interviews with the staff (1) • they would want to examine paperwork (1) • they would want to see that they had a plan to support staff development (1) • they would ask staff to explain the aims and objectives of the organisation (1). 	2 marks

Question Number	Indicative Content	
2(b)	<p>Key ideas for applied links between CLC and the introduction of liP</p> <p><i>Increase profits by 10% may be met by skilled and motivated staff working better and so improving productivity/earnings. Has a logo that might be used in adverts so is more likely to attract new/repeat custom.</i></p> <p><i>Improve the retention of customers/ Deliver all services in a fair and inclusive manner/ Reduce the number of complaints by 30% met by liP helping employees to become more customer-focused so they meet their needs better.</i></p> <p><i>Work more closely in partnership with the County Council as they may well have liP so if CLC have it they are more likely to want to work with them as shows similar commitment to standards.</i></p> <p><i>Attract sponsorship for its top four events of the year as sponsors will see their commitment to staff development and know that their money should be efficiently used and/or that CLC has standards that are not likely to embarrass them.</i></p> <p><i>Negative points may include idea that liP is not specifically customer focused but that some of the aims are.</i></p> <p>Level 1 - Staff will have more people skills (1) They can use it in advertising their products - this will increase the number of customers as they see it has liP. (2)</p> <p>Level 2 - liP gives the club a good name as it is nationally recognised so they are more likely to attract sponsors. liP is linked to improving the people skills so it is highly suitable - if staff are more customer-focused they are more likely to provide good service to the customers. This should mean that the level of complaints is decreased. (5)</p> <p>Level 3 - liP is suitable as it concentrates on developing people skills in the workforce. If staff personal development is good this will give better morale and decreased absenteeism. Customers would not be happy if their classes kept being cancelled because instructors were off sick. They are more likely to stay as members, improving retention A national award like this gives the club greater prestige. This is more likely to attract large firm sponsors who are happy to be connected with a club that cares for its staff. The Council will be more likely to deal with them, especially if they have liP as well (7).</p> <p>N.B. Do credit negative ideas based on the cost of achieving liP linked to profits, especially if they point out that 2 years is relatively short to get full value from liP. Also credit negative ideas that demonstrate that liP may not be suitable.</p>	
Level	Mark	Descriptor
Level 1	1-3 marks	Simple analysis of the benefits of liP given but with little, if any, to link to aims of the club. These will probably be fairly generic and the influence on the club only implicit.
Level 2	4-6 marks	Benefits are linked to the aims of the club in a general way. There is some analysis of how the characteristics of liP will help achieve the aims, although specific aims 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 liP and not just any quality system. Candidate may attempt to deal with how liP is not suitable by suggesting that some of the aims are not entirely people focused.
Level 3	7-8 marks	Detailed analysis characterised by specific linkage of aspects of the liP system with the given aims of CLC. May well be some balance of response indicating that it is not totally suitable

Question	Example Answer	Mark Allocation
2(c)	<p>For each response: 1 mark for the specific part of Quest that would help and 1 mark for the explanation as to how it would help CLC meet its aims. As long as one of the aims is clear they do not have to be repeated here. Accept the same aim for each one if 2 different methods are used, but they must be two different methods. Do not accept the same method for the two different problems unless they are clearly working through specific parts of the Quest system.</p> <ul style="list-style-type: none"> • if there were effective maintenance procedures (1), this would mean that there were less likely to be faults with equipment so there would be less complaints (1) • carrying out good customer research (1) would mean that they knew their clients better and provided them with targeted useful information, making them more satisfied with the club (1). <p>Accept comments on staff training if they are linked to the idea of being customer focused. If not, it is merely a repetition of the liP response.</p>	4 marks
2(d)	<p>1 mark for each up to a maximum of 6</p> <ul style="list-style-type: none"> • the organisation needs to apply for the award • self assessment means they compare themselves against the industry standard • they can draw up their plan of action to raise standards from this • they will be visited by a trained external assessor from the industry • the grading system means they have to get 60% to be registered (give 2 mark if the complete system is outlined correctly) • there may be a mystery visit for the Facility Management award • they will have assessments on a two-year cycle • maintenance visits are made to ensure they are keeping the standard. <p>The last 2 points may be combined as ‘further regular visits are made to ensure standards are being maintained’ for 1 overall mark. Allow 1 mark for the type of evidence that the assessor may look at if it is linked to the assessor’s visit.</p>	6 marks
Total for Question 2		24 marks

Question	Example Answer	Mark Allocation
3(a)(i)	<p>Up to 2 marks for a correct definition</p> <ul style="list-style-type: none"> • payments requested by organisations from the customer's bank account, already authorised by the customer (2) • regular payment from the customer to the organisation (1). 	2 marks
3(a)(ii)	<p><u>2 mark response</u> £5</p> <p><u>1 mark responses</u> £20</p> <p>either $\frac{800}{4 \times (14+12+14)}$ Or $\frac{800}{160}$ seen</p> <p>or correct method with 1 error e.g $14+10$ (error) + 14 $4 \times 38 = 152$ $800/152 = £5.26(31579..)$</p>	2 marks
3(a)(iii)	<p><u>2 mark response</u> £180</p> <p><u>1 mark response</u> Correct method seen/implied e.g 6×30 or $6 \times (11+10+9)$</p> <p>Answer of £720 (income from casual user in a year)</p>	2 marks

Question Number		Example answers
3(a)(iv)		<p>Level 1 - No there would be a difference of £20 (1) Yes as they would make £25 (incorrect but attempt at correct calculation seen) for each person they converted (2). Yes as they would make more money (1) and this could be used to invest in the company, attracting more customers (1)</p> <p>Level 2 - Yes because they make £20 extra in 3 months (£80 per year) from a member. This would probably be enough to offset the cost of the advertising campaign (4). No it might not be worthwhile because although they make £80 profit per customer extra, this might not cover the cost of the campaign as the member would also get discounts on some of the services (4)</p> <p>N.B. Credit additional comments at each level.</p>
Level	Mark	Descriptor
Level 1	1-2 marks	Simple statements showing basic understanding of the figures or indication of correct working even if their interpretation is subsequently incorrect.
Level 2	3-4 marks	Makes correct decision either on the basis of the correct maths or by taking theirs to its logical conclusion. Added comment about balancing out costs of advertising would take it to the top of the level. Accept comment about the benefit of extra income that is predictable. Accept maths done elsewhere on the sheet but only implied in the response as evidence.

Question Number		Indicative Content
3(b)		<p><u>Key ideas for applied links between CLC and the replacement of casual users with members</u></p> <p><i>Members may be more inclined to use café as they belong there, so more income.</i></p> <p><i>Also more inclined to bring in family and friends, hold private events there.</i></p> <p><i>Members on a database so can let them know when events are. These can be targeted, for example for those of a younger age who may have small children or classes for retired people.</i></p> <p><i>Can more easily track usage levels for members through questionnaires - may use this info for more flexible payments scheme, e.g. off-peak cheaper to get it used then.</i></p> <p><i>Members will give regular income/ will pay up front. This can be used to plan for possible extension.</i></p> <p>Level 1 - They will have their information on a database (1) They get a regular income (1).</p> <p>Level 2 - They will have members' details on a database and can use this information for target marketing. This can be used for their programme of events which is more likely to attract people than just putting up a notice for people to read at the centre (5).</p> <p>Level 3 - Customers are more likely to use the club regularly if they are paying for membership anyway and so contribute more to secondary spend in the café, increasing the club's income. Membership means that the club has a guaranteed flow of income in the short/medium term so they can plan for future spending - the addition of a new studio perhaps - with greater certainty. People are more likely to use the club for private events such as the children's parties if they feel part of the club. (7)</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 CLC. There should be some reference to the characteristics of CLC outlined in the stimulus material. There will probably be a considerable amount of generic benefit as well.
Level 3	7-8 marks	Detailed analysis of 2-3 benefits to the club, with specific reference to CLC. The benefits should be directly related to the characteristics of CLC as outlined in the stimulus material.

Question	Example Answer	Mark Allocation
3(c)	<p>Up to 3 marks for each correct explanation.</p> <ul style="list-style-type: none"> • electronic systems are expensive to introduce (1) therefore small organisations may not choose to use them (1) as they are unlikely to get enough use to gain return for them (1) • an electronic membership system will remove some of the direct links between organisation and the customer (1). This may give the customer the impression that they are no longer valued as much as it is a people focussed industry (1) and they may leave, losing the organisation any money that it saved through having these systems anyway (1). <p>Accept references to potential problems of systems crashing, but only for 1 mark unless linked to genuine concern e.g. poor image given to customers if systems are not working properly. Do not credit extra for all data being lost etc as this is unrealistic if systems are use correctly.</p>	6 marks

Question Number		Indicative Content
3(d)		<p><u>Key ideas for applied links between CLC and the electronic stock control system</u></p> <p><i>Electronic systems help organisation of the stock room so food less likely to pass its sell-by date. Careful 'just in time' stock control means unlikely to run out of bottles of water. Ordering will be automatic, taking into account what is there, so re-ordering of pizzas unnecessarily is less likely. Electronic systems make it easier to check and print price labels so this fault less likely to occur.</i></p> <p>Level 1 - It would cost money to install and buy They would waste less money through having too much stock.</p> <p>Level 2 - An electronic system would have mean the stock room would be organised on a 'first in, first out' basis so it is unlikely that new stock would be put in front of old. This would save them money not having to throw stock away. (4)</p> <p>Level 3 - Over the long term it should more than pay for this through improvements in efficiency. The careful recording should mean that staffs are always aware of what they have and have not got so customers would be able to buy water when they wanted and are more likely to return. Storage problems caused by having too many healthy pizzas could be reduced, as items would not be ordered if previous ones had not been sold. Less money would therefore be wasted on stock that remains unsold. Electronic systems would make it easier to print price labels for the trainers so they would be more likely to have them on. This would save time in serving, causing less customer dissatisfaction and increasing efficiency. (8)</p>
Level	Mark	Descriptor
Level 1	1-3 marks	The effects on the club are stated in a simple form. Any analysis is at a low level. Probably in no more than list form.
Level 2	4-6 marks	Some sound analysis of at least one benefit to the club with reference to CLC. There will be explanation that clearly links a system to CLC. Either a characteristic of CLC or of the chosen system must be evident in the response to achieve this level.
Level 3	7-8 marks	Detailed analysis of 2-3 benefits to the club. At this level there should be specific reference to the problems at CLC and the potential benefits to CLC - improving customer service, decreasing costs etc should be explicit rather than just being that of curing the problems on their own.
		Total for Question 3
		32 marks
TOTAL FOR PAPER: 90 MARKS		