

Mark Scheme (Results)

January 2013

GCE Leisure Studies (1301)

Paper 6967

Unit 2: Working Practices in Leisure

Edexcel and BTEC Qualifications

Edexcel and BTEC qualifications come from Pearson, the world's leading learning company. We provide a wide range of qualifications including academic, vocational, occupational and specific programmes for employers. For further information visit our qualifications websites at www.edexcel.com or www.btec.co.uk for our BTEC qualifications.

Alternatively, you can get in touch with us using the details on our contact us page at www.edexcel.com/contactus.

If you have any subject specific questions about this specification that require the help of a subject specialist, you can speak directly to the subject team at Pearson.

Their contact details can be found on this link: www.edexcel.com/teachingservices.

You can also use our online Ask the Expert service at www.edexcel.com/ask. You will need an Edexcel username and password to access this service.

Pearson: helping people progress, everywhere

Our aim is to help everyone progress in their lives through education. We believe in every kind of learning, for all kinds of people, wherever they are in the world. We've been involved in education for over 150 years, and by working across 70 countries, in 100 languages, we have built an international reputation for our commitment to high standards and raising achievement through innovation in education. Find out more about how we can help you and your students at: www.pearson.com/uk

January 2013

Publications Code UA034234

All the material in this publication is copyright

© Pearson Education Ltd 2013

General Marking Guidance

- All candidates must receive the same treatment. Examiners must mark the first candidate in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Candidates must be rewarded for what they have shown they can do rather than penalised for omissions.
- Examiners should mark according to the mark scheme not according to their perception of where the grade boundaries may lie.
- There is no ceiling on achievement. All marks on the mark scheme should be used appropriately.
- All the marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should also be prepared to award zero marks if the candidate's response is not worthy of credit according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a candidate's response, the team leader must be consulted.
- Crossed out work should be marked UNLESS the candidate has replaced it with an alternative response.
- Mark schemes will indicate within the table where, and which strands of QWC, are being assessed. The strands are as follows:
 - i) ensure that text is legible and that spelling, punctuation and grammar are accurate so that meaning is clear*
 - ii) select and use a form and style of writing appropriate to purpose and to complex subject matter*
 - iii) organise information clearly and coherently, using specialist vocabulary when appropriate.*

Question Number	Answer	Mark
1 (a) AO1 Expert	<p>Award 1 mark for each correct statement up to a maximum of 4. For example:</p> <ul style="list-style-type: none"> • Employers have a duty of care towards their employees • Make sure their operations do not put employees at risk • Make sure they have adequate information about work-related hazards • Staff are trained to use equipment properly • Staff must ensure customers are safe at all times • Maintenance procedures are carried out regularly • Written safety plan is compulsory • Emergency procedures have to be agreed and practised • Risk assessments form the basis for all safety checks. <p>Or any other realistic response.</p>	(4)

Question Number	Answer	Mark
1 (b) AO2 Expert	<p>Award one mark for identifying a realistic measure and a further 2 marks for explanation of how/why each operates.</p> <ul style="list-style-type: none"> • It would be an all ticket match (1). Tickets would need to be checked at the entrance (1). This would ensure that they could separate home and away fans to reduce the chance of them attacking each other (1) • CCTV cameras (1) This would enable the police/stewards to watch all areas of the crowd from a central control (1) so if there was any trouble in the crowd extra stewards/police could get there quickly (1) • Stewards should be used (1) to guide people to their seats in an orderly way (1) so that there is no danger of people being crushed by everyone moving at once (1) <p>Also accept reference to:</p> <ul style="list-style-type: none"> • Risk assessments • Fire exits clear • Barriers between spectators • First aid facilities • Evacuation procedures • Alcohol restrictions • Changing kick-off time 	(6)

Question Number		Indicative Content
1 (c) QWC (i)-(iii) AO3 Expert		<p><i>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <p>Running of the stadium will affect management as they will need to ensure:</p> <ul style="list-style-type: none"> • Safety certificates needed for stands of more than 500 people • They will need a fire certificate • Fire risk assessments will have to be carried out. Allow one other detail that might be included in a fire risk assessment, e.g. adequate fire extinguishers • Keep records on safety and of any changes to stadium that might affect fire safety considerations • They must not exceed occupancy levels for each spectator area/set maximum occupancy numbers • Consider bottlenecks/safety of assembly points <p>They will have to ensure that for staff there:</p> <ul style="list-style-type: none"> • is fire safety training • is a means of escape clear from obstruction • are regular fire drills
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	<p>Basic statements made with no/minimal explanation. Specific requirements for the act will be stated but not developed.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Sound response with some explanation and application. Requirements of the act will be linked to the running of the stadium and/or how staff will be affected.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>A focussed response with sustained explanations and effective application. There will be specific application of the act linked to both the running of the stadium and its staff. Responses will indicate specific changes/procedures that are needed and how these stem from the requirements of the act.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Answer	Mark
<p>1 (d) AO2 Expert</p>	<p>Award 1 mark for each correct explanatory point. RIDDOR requires that all accidents are recorded (1). This is usually in an accident book (1) so that if there is a pattern of accidents then the cause can be identified (1) and measures put in place to ensure that it is not repeated again (1). Having recording accidents means there is a fair record of them (1) and this could be used by customers/staff as evidence to sue the stadium (1) so it is in the stadium's interest to keep them safe or it would lose money(1) Major injuries/accidents have to be reported to the HSE (1) so that the enforcing authority can carry out an investigation to ensure that safety is improved in the future (1) Or any other realistic response</p>	<p>(4)</p>

Question Number	Answer	Mark																
<p>1(e)</p> <p>AO1 – 4</p> <p>AO2 – 4</p> <p>AO4 – 4</p> <p>Expert</p>	<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 up to a maximum of 4. e.g.</p> <ul style="list-style-type: none"> • Employers must ensure protection from hazardous substances for their workforce/the public • Staff must pass on any information about hazardous materials to others • Chemicals must be correctly labelled • Chemicals must be stored safely • Staff should have training in correct procedures for dealing with them. <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. • 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="427 1581 1225 1839"> <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</td> <td></td> <td></td> </tr> </tbody> </table> <p>Likely scales to be met accompanied by numbers (although acceptable without – but it is impossible to get the overall risk mark if these are presented without numbers):</p> <p>Unlikely – likely – highly likely</p>		Slightly harmful	Harmful	Extremely harmful	Highly unlikely	Trivial risk	Tolerable risk	Moderate risk	Unlikely	Tolerable risk	Moderate risk		Likely	Moderate			<p>(12)</p>
	Slightly harmful	Harmful	Extremely harmful															
Highly unlikely	Trivial risk	Tolerable risk	Moderate risk															
Unlikely	Tolerable risk	Moderate risk																
Likely	Moderate																	

	<p>Slightly harmful – harmful – harmful - very harmful Slight injury – first aid treatment – time off – hospitalised – death. DO NOT ACCEPT for 2 marks Unsevere/not severe – severe – very severe Any scale with never/no harm explicit or implicit</p>	
--	--	--

Total for Question 1 – 34 marks

Question Number	Answer	Mark
<p>2 (a)</p> <p>AO1 Expert</p>	<p>Award one mark for each descriptive point up to a maximum of 6. Points could include.</p> <ul style="list-style-type: none"> • The organisation needs to apply for the award (1) and then go through self assessment comparing itself against the industry standard (1). They can draw up their plan of action to raise standards from this (1). • They will be visited by a trained external assessor from the industry (1) and there will be a mystery visit for the Facility Management award (1). • The grading system means they have to get 60% to be registered (1) (give 2 marks if the complete marking system is outlined correctly). • They will then have assessments on a two-year cycle (1) and maintenance visits are made to ensure they are keeping the standard (1). <p>The last 2 points may be combined as 'further regular visits are made to ensure standards are being maintained' for 1 overall mark.</p> <p>Allow 1 mark for the type of evidence that the assessor may look at if it is linked to the assessor's visit.</p>	<p>(6)</p>

Question Number	Indicative Content
<p>2 (b)</p> <p>QWC (i) - (iii)</p> <p>AO4</p> <p>Expert</p>	<p><i>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <p><u>Quest</u></p> <ul style="list-style-type: none"> • Quest is highly customer focussed and feedback would be monitored. This should mean that areas of dissatisfaction are quickly identified so the broken seats and litter problems might be solved by this. • Records of staff training would show where staff needs occurred and they should know their roles and how to treat customers properly. • Facility management includes maintenance so that seats should be of top quality and newer areas should not suffer from this. Quest ethos involves buying the best, so new equipment should last longer. • Cleaning/maintenance rotas should ensure that litter is not a problem and that equipment such as turnstiles is in operation at all times. This will improve customer service. Manager's aims are customer focussed so the quality system should be so as well. <p><u>Investors in People</u></p> <ul style="list-style-type: none"> • Training for staff would improve stewards so they know what to do and are not rude. • Better customer experience will come if all staff are well trained. This will deal with links to internal customers as well as they have to work with them. • Improved communication amongst staff should ensure problems such as broken seats and turnstiles are sorted out quickly. • Communication pathways should be clear so manager aims will be conveyed to staff in meaningful way, so more chance of them being met. <p>N.B. Either choice is worthy of credit as above, although given the nature of some of the problems Quest is probably more appropriate. Candidates will have to be very good to justify IiP to level 3, but it can be done.</p>

Level	Mark	Descriptor
	0	No rewardable material
1	1-3	<p>Basic statements with no/minimal real justification. One of the quality system is chosen and broad statements indicate how it might improve the customer experience. Specific detail on the chosen system is unlikely to appear – in reality they could be talking about either.</p> <p>The candidate uses everyday language and the response lacks clarity and organisation. Spelling punctuation and the rules of grammar are used with limited accuracy.</p>
2	4-6	<p>Sound response with some justification and application. The response will show specific detail from the chosen system and there will be some linkage with the stimulus information to show how an improvement may come about. This may be broadly linked to either one of the aims or one of the specific issues identified.</p> <p>The candidate uses some specialist terms and the response shows some focus and organisation. Spelling, punctuation and the rules of grammar are used with some accuracy.</p>
3	7-8	<p>A focussed response with effective application and clear justification. Specific detail of the chosen system is used to show how the aims will be met through dealing with problems from the stimulus.</p> <p>The candidate uses specialist terms consistently and the response shows good focus and organisation. Spelling, punctuation and the rules of grammar are used with considerable accuracy.</p>

Question Number	Answer	Mark
2 (c) AO2 expert	<p>Credit any relevant method. This could be how it is carried out (e.g. questionnaire) or the criteria used.</p> <ul style="list-style-type: none"> • Use of customer feedback questionnaires (1) that might be put on seats before a match for customers to complete (1) • Online feedback via email to members/season ticket holders (1) allowing them to rate their experience (1) • Inspections of the ground before and after introduction (1) to see if things like litter have improved (1) 	(4)

Question Number	Answer	Mark
2 (d) AO1 Graduate	Up to 4 marks for each feature identified. E.g. <ul style="list-style-type: none"> • provides opportunities for young people • Sport England leads the scheme • means parents etc can recognise a club committed to providing a quality experience • has a range of criteria indicators and good practice standards • it sets out standards for club management, coaching/competition, sports equity and ethics and club management • clubs need to contact their NGB • they can get a resources pack/Clubmark fact sheet from Sport England • they get accreditation through a simple self-certification scheme • this demonstrates that they are maintaining the same level • accreditation can be renewed annually • the organisation benchmarks itself against others that show good practice. 	(4)

Total for Question 2 – 22 marks

Question Number	Answer	Mark
3 (a) (i) AO2 Graduate	(£)70,000	(1)

Question Number	Answer	Mark
3 (a) (ii) AO2 Graduate	(£)66,000	(1)

Question Number	Answer	Mark
3 (a) (iii) AO2 Graduate	<u>2 mark answer</u> £1,752,000 <u>1 mark answer</u> 1452000 1452000 and 300000 seen. 1422000 3292000 1 error in otherwise correct method seen	(2)

Question Number		Indicative Content
3 (b) AO3 Expert		<p><i>The candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <ul style="list-style-type: none"> • Stand will not necessarily be full. May not make more people come to the match and the football club does not get full houses any way. • Increase in prices may mean less people come as they cannot afford it. • If the rugby club does not get promotion – especially if they keep losing in the new division – then less people may come anyway so income and therefore profit reduces. • Increased running costs of bigger stand. The corporate boxes will provide many extras for the customers so this reduces profits.
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Simple statements of possible problems.
2	3-4	Sound explanation with some application or some explanation with sound application. Some development of ideas, at least one linked to the given stimulus at the top of the level.
3	5-6	Focused responses with explanation giving clear reasons why income may not be increased. At least two problems explained in detail.

Question Number	Answer	Mark
3 (c) AO2 Expert	<p>Award 1 mark for each correct point up to a maximum of 2 for each benefit.</p> <ul style="list-style-type: none"> • The new stand is likely to be more comfortable for customers (1) so encouraging more to attend (1) and also meeting the stadium manager's aims of improved customer service (1) • As it is new it is unlikely to have as much maintenance needs as the old one (1) so reducing costs in the long run (1) • It will improve the stadium's image (1) so may help to attract sponsorship (1) • Hold functions in the corporate box areas (1) which will bring an additional source of income (1) <p>Or any other realistic response.</p>	(4)

Question Number	Answer	Mark
3 (d) (i) AO1 Graduate	<p>Up to 3 marks for explanation of what it is/what is involved in it.</p> <p>Allow 1 mark for an example. 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 (1) 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)

Question Number	Indicative Content	
3 (d) (ii) AO2 Expert	<p><i>The Candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <ul style="list-style-type: none"> Will need to ensure that works do not affect spectators to matches while work is going on. Needs to ensure the parts of the project are done in the right order or they may have to store equipment they may not have room for this. Delays may cost them revenue if it is not ready for end of September. Mistakes made will cost money to rectify and economic problems may have left them without much to spare. Negative publicity as the club will be seen as disorganised and not able to meet targets. 	
Level	Mark	Descriptor
	0	No rewardable material
1	1-2	Simple statements of possible benefits.
2	3-4	Sound explanation with some application or some explanation with sound application. Reasoning will be given for the need for an accurate plan. Emphasis may still be on just a plan but there should be at least some reference to accuracy.
3	5-6	Focused responses with explanation of need for accuracy clear and application to the specific project described in the stimulus

Question Number	Answer	Mark
3 (e)(i) AO1 Graduate	Up to 3 marks for features of a ticketing system. For example: <ul style="list-style-type: none"> • People can book over the internet (1) • Displays the seating plan for customers (1) • Can print the tickets (1) • Can integrate with other electronic systems (1) • Can produce reports on sales progress (1) Or any other realistic response.	(3)

Question Number	Indicative Content	
3 (e)(ii) AO3 Expert	<p><i>The Candidates are not expected to deal with every possible point and may be rewarded well for a comparatively small number of points if these are developed and supported by relevant evidence. This list is not exhaustive.</i></p> <p>Disadvantages</p> <ul style="list-style-type: none"> • Cost of system when they are already spending much on the new stand. Also they have not got a great deal of spare money • May not be profitable if football team does not have big enough crowds – but with 2 teams sharing the ground there will be matches there each week so should be profitable overall. <p>Advantages</p> <ul style="list-style-type: none"> • Can be integrated with the new stand so easier/cheaper to do it now • In higher divisions can expect bigger crowds – they will be dealt with more efficiently so improving customer service – link to aims • Use for giving better service. May be linked to internet so allows customers easier/more flexible booking procedures. Internet gives wider advertising opportunity so attract more custom • Collection and storage of customer data through system will allow them to target groups of customers <p>Candidates may argue for or against a change from a specialist agency as part of their response.</p>	
Level	Mark	Descriptor
	0	No rewardable material
1	1-3	Simple statements that are indicating generic advantages/disadvantages of an electronic ticketing system.
2	4-6	Sound analysis with some application or sound application with limited analysis. Argument may be one sided but at the top of the level there should be some of each side stated.
3	7-8	A focussed analysis that applies the characteristic of an

		electronic system to the information about Smada Park. There should be some balance in the argument. Argument may be for or against in the end.
--	--	---

Total for Question 3 - 34 marks

Total for Paper – 90 marks

Further copies of this publication are available from
Edexcel Publications, Adamsway, Mansfield, Notts, NG18 4FN

Telephone 01623 467467

Fax 01623 450481

Email publication.orders@edexcel.com

Order Code UA034234 January 2013

For more information on Edexcel qualifications, please visit our website
www.edexcel.com

Pearson Education Limited. Registered company number 872828
with its registered office at Edinburgh Gate, Harlow, Essex CM20 2JE

Ofqual




Llywodraeth Cynulliad Cymru
Welsh Assembly Government

