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Pearson BTEC Level 3 Nationals Extended Diploma					<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

# Sport

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

### Part B

Window for supervised period: Thursday 18 January 2018 <b>Supervised hours: 3 hours</b>	Paper Reference <b>21405J</b>
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<b>You must have:</b> Your research notes from <b>Part A</b> (maximum four A4 sides)	Total Marks <input style="width: 100%; height: 40px;" type="text"/>
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### Instructions

- Use **black** ink or ball-point pen.
- **Fill in the boxes** at the top of this page with your name, centre number and learner registration number.
- Answer **all** activities.
- Answer the activities in the spaces provided  
– *there may be more space than you need.*
- Do not return research notes or **Part A** to Pearson.

### Information

- The total mark for this paper is 64.
- A calculator may be used.
- The marks for **each** activity are shown in brackets  
– *use this as a guide as to how much time to spend on each activity.*

### Advice

- Read each activity carefully before you start to answer it.
- Try to answer every activity.
- Check your answers if you have time at the end.

Turn over ►

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### Important Information

Refer to your research notes from **Part A** to complete **Part B**. You cannot access the internet or any other resources during the supervised assessment period.

You must plan your time and work independently throughout the three-hour supervised assessment period.

You will complete **Part B** under supervision and your work will be kept securely during any breaks taken.

You must not share your work with other learners.

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## Part A

### Case Study

In preparation for **Part B** you will research **three different educational/school programmes that are offered outside of school hours**. The programmes should focus on access to sport, increasing participation and developing more active lifestyles.

Your research should include:

- facilities
- products and services
- business operations
- demographics.

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## Part B Set Task Information

There are two educational/school programmes offered in the local area:

- EDUPE+ Ltd. (established in 2011)
- Happy Holidays (established 2017).

### EDUPE+ 'Have fun, stay safe'

EDUPE+ operates as a private limited company (Ltd). It offers multi-sport coaching sessions to primary school children both after school and during school holidays. The emphasis is to 'Have fun, stay safe'.

### Business operations



EDUPE+ market its sessions via leaflets and posters in schools.

### Facilities

All sessions are delivered using the school facilities, that include:

- interactive whiteboards, Wi-Fi , electronic devices (e.g. tablets)
- school hall, playground and playing fields.

All sports equipment is supplied, maintained and updated by EDUPE+.

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## Products and services

EDUPE+ work with six of the ten primary schools in the local area. The aim of the sessions is to increase the participation of Key Stage 2 (KS2) learners (ages 7–11).

EDUPE+ prices and times		
Holiday prices		Term time prices
Per day 8:30 am – 5 pm	Weekly cost Mon – Fri 8:30 am – 5 pm	After school sessions Mon – Fri 3:30 pm – 5 pm
£15 per child	£60 per child	£4 per session per child

## Demographics

School	4–6 years old (KS1)	7–11 years old (KS2)	Total number of children at school	Numbers of children attending EDUPE+ school holiday clubs
1	51	110	161	22
2	155	310	465	0
3	108	210	318	63
4	56	105	161	0
5	101	209	310	62
6	105	212	317	106
7	160	320	480	64
8	52	108	160	21
9	111	215	326	0
10	155	100	255	0
	<b>1054</b>	<b>1899</b>	<b>2953</b>	<b>338</b>

EDUPE+ only working with 7–11 year olds



## **'Happy Holidays' – 'The community holiday programme'**

The local community leisure centre has started to offer 'Happy Holidays' for all primary school children during the school holidays.

### **Business operations**

'Happy Holidays' is delivered by the leisure centre staff. All the staff have the relevant qualifications to lead activity sessions.

The website promotes 'activities that are full of fun games, themes and inflatables'.

### **Facilities**

The leisure centre has two large sports halls and a small 3G pitch (outdoors).

### **Products and services**

<b>'Happy Holiday' prices and times</b>
<b>Holiday prices</b> (Mon–Thurs only)
Per day 9 am – 3:30 pm
£7.50 per child

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## Demographics

'Happy Holidays' targets all ten primary schools in the area and sessions are available for all children aged 4–11 years.

School	4–6 years old (KS1)	7–11 years old (KS2)	Total number of children at school
1	51	110	161
2	155	310	465
3	108	210	318
4	56	105	161
5	101	209	310
6	105	212	317
7	160	320	480
8	52	108	160
9	111	215	326
10	155	100	255
	<b>1054</b>	<b>1899</b>	<b>2953</b>





## Set Task

### You must complete ALL activities.

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 educational/school programmes.

#### Activity 1. Review of business information

Review the current business status of EDUPE+ using the information provided in the set task information. You should consider:

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

**(Total for Activity 1 = 16 marks)**

#### Activity 2. Business model analysis

Using the PESTLE **or** SWOT business model, analyse the factors that are currently affecting EDUPE+.

**(Total for Activity 2 = 16 marks)**

#### Activity 3. Recommendation

Recommend how EDUPE+ 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

Justify your recommendations for EDUPE+ in relation to:

- 'Happy Holidays' and other educational/school programmes
- the wider business context in the sport and active leisure industry.

**(Total for Activity 4 = 12 marks)**

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**Task and answer book**

**Please do not write answers outside the spaces provided.**

**You must complete all activities in this taskbook.**

**Activity 1. Review of business information**

Review the current business status of EDUPE+ using the information provided in the set task information. You should consider:

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

(16)

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**(Total for Activity 1 = 16 marks)**





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**(Total for Activity 2 = 16 marks)**

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**Activity 3. Recommendation**

Recommend how EDUPE+ can develop and market itself.

You should consider:

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

(20)

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**(Total for Activity 3 = 20 marks)**



**Activity 4. Justification**

Justify your recommendations for EDUPE+ in relation to:

- 'Happy Holidays' and other educational/school programmes
- the wider business context in the sport and active leisure industry.

(12)

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**(Total for Activity 4 = 12 marks)**

**TOTAL FOR TASK = 64 MARKS**

