

## Pearson BTEC Level 3 Nationals Extended Diploma

# Sport

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

**Part A**

June 2018

Paper Reference

**21405J**

**You do not need any other materials.**

### Instructions

- Your Unit 22 assessment task contains two parts.
- **Part A** will be released two weeks before your supervised assessment session (**Part B**).
- **Part A** is specific to each series and this material must only be issued to learners who have been entered to undertake the task in the relevant series.
- We suggest that you spend no more than six hours independently conducting your research and making notes over the course of the two weeks.
- You can take a maximum of four A4 sides of your research notes into the supervised assessment session (**Part B**).
- In **Part B**, you will be issued with supplementary stimulus information building on the case study information in **Part A**.
- In **Part B**, you will have three hours under supervised conditions specified by Pearson to respond to the task.
- Do not return research notes or **Part A** to Pearson.
- **Part B** should be kept securely until the start of the three-hour supervised assessment period.

Turn over ►

W59234A

©2018 Pearson Education Ltd.

1/1/1



  
Pearson

## Instructions to Teachers/Tutors

This paper must be read in conjunction with the unit information in the specification and the BTEC Nationals Instructions for Conducting External Assessments (ICEA) document. See the Pearson website for details.

**Part A** should be issued to learners two weeks prior to undertaking **Part B** of the assessment.

Learners will be expected to conduct research over a maximum of six hours. Up to four sides of A4 notes (minimum font size 10) can be taken into the supervised assessment (**Part B**).

Teachers/Tutors cannot give any support to learners during the production of the notes and the work must be completed independently by the learner.

**Part B** is taken under supervision in a single session of three hours on the timetabled date. Centres may schedule a supervised rest break during the session.

Learner notes related to **Part A** must be checked to ensure length and contents comply with the requirements.

Learner notes will be retained securely by the centre after **Part B** has been undertaken and may be requested by Pearson if there is suspected malpractice.

## Guidance for Learners

Read **Part A** information carefully as this contains the information you will need to prepare for **Part B**.

You will need to carry out your own research over two weeks.

You will then be given **Part B** to complete under supervised conditions.

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

Your teacher/tutor cannot give you feedback during the completion of **Part A** and **Part B**.

## **Part A Instructions**

You have to prepare notes in response to the information provided in the case study in **Part A**.

The notes can be handwritten or typed and they must contain bullets and not extended answers. Other content is not permitted.

## **Part A Case Study**

In preparation for **Part B** you will research **three different outdoor education businesses**.

Your research should include:

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

Write your name here

Surname					Other names				
Centre Number					Learner Registration Number				
Pearson BTEC Level 3 Nationals Extended Diploma									

# Sport

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

### Part B

Window for supervised period: Friday 18 May 2018 <b>Supervised hours: 3 hours</b>	Paper Reference <b>21405J</b>
---	----------------------------------

<b>You must have:</b> Your research notes from <b>Part A</b> (maximum four A4 sides)	Total Marks <div style="border: 1px solid black; height: 30px; width: 80%; margin: 0 auto;"></div>
---	---

### Instructions

- Use **black ink** or ball-point pen.
- **Fill in the boxes** at the top of the page with your name, centre number and learner registration number.
- Answer **all** 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 ►

P59235A

©2018 Pearson Education Ltd.

1/1/1/1



  
Pearson

### 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.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



### Part A Case Study

In preparation for **Part B** you will research **three different outdoor education businesses**.

Your research should include:

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

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



## Part B Set Task Information

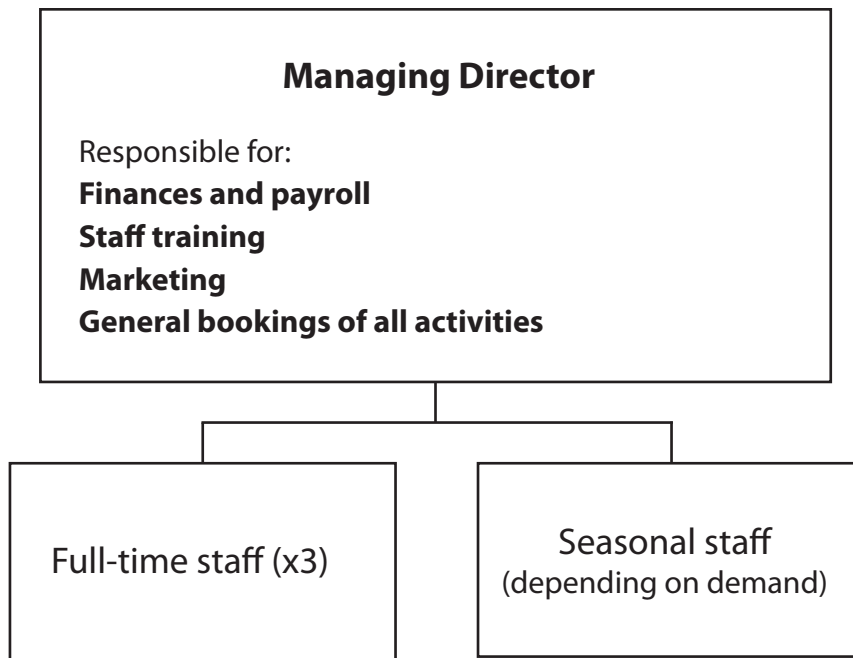
There are two outdoor educational businesses in the local area:

- OUTED Ltd (established in 1996)
- GOVENTURE (established in 2005).

### OUTED – ‘Live and learn’

OUTED is an outdoor and adventure education centre. OUTED operates as a private limited company (Ltd). The company has an excellent reputation with very positive customer feedback. OUTED’s emphasis is to ‘Live and learn’.

### Business operations



OUTED pays for the qualifications and training needed for all the full time staff. It pays 50% of this cost for seasonal staff.

OUTED has a good website with information about its activities, prices and availability. Instead of advertising it relies on its customers telling other people about their positive experiences.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



## Facilities

OUTED's site includes:

- a storage facility
- main reception
- toilets
- a changing room (for 15 people)
- car park (for 3 cars and 1 minibus).

OUTED's resources include:

- 1 minibus – used to transport groups to the activity venues
- 15 mountain bikes
- 15 canoes and 8 small sail boats
- raft building/climbing/orienteering equipment
- all safety equipment used (or needed) for the sessions.

OUTED pays an annual fee to hire facilities and venues from the council, including the surrounding countryside, a climbing wall, mountain bike trails and a lake.

OUTED does not have its own residential accommodation. They use the local youth hostel that charges £20.00 per person, per night and works with OUTED to offer a 10% discount for any group bookings (over 10 people). The youth hostel only accommodates 25 people.

## Products and services

OUTED offers the following activities:

Activity	Cost (per person)	Duration
Raft building	£15	1.5 hrs
Mountain biking	£25	3 hrs/half day
Canoeing	£25	3 hrs/half day
Sailing	£25	2 hrs
Climbing	£25	3 hrs/half day
Orienteering	£20	3 hrs/half day

## Demographics

The centre is accessible to groups from around the whole country. It can provide activities for a maximum of 45 people at one time.

OUTED's customer groups are:

- primary schools
- secondary schools.





## GOVENTURE – ‘Live your life’

GOVENTURE is an outdoor adventure company that opened a new centre in 2017 on a site five miles from OUTED’s location.

### Business operations

GOVENTURE is a franchised business with sites all over the UK. All GOVENTURE staff are full time. They have to pay for their own training and qualifications.

### Facilities

GOVENTURE is situated on a lakeside and includes:

- 5 converted barns each sleeping 25 people (various rooms)
- a main centre with changing rooms, toilets, catering facilities and a large car park
- modern equipment and facilities suitable for a range of outdoor education activities on its site
- 7 teaching and learning pods for group activities.

### Products and services

GOVENTURE has package deals for groups (up to 125 people).

A 5-day adventure package includes:

	Morning	Afternoon	Evening
Monday	Travel to centre	Arrive/Lunch Orienteering	Dinner Night line
Tuesday	Breakfast Mountain biking	Lunch Bush craft	Dinner Orienteering
Wednesday	Breakfast Mountain climbing	Lunch Archery	Dinner Obstacle course
Thursday	Breakfast Canoeing	Lunch Indoor climbing	Dinner Camping
Friday	Breakfast Sailing	Lunch Travel from centre	

All equipment, meals and accommodation are included within the price (excluding transport). A 5-day adventure package costs from £220.00 per person.

### Demographics

The centre is accessible to groups from around the whole country.

5-day adventure packages are offered to:

- primary schools
- secondary schools
- colleges
- universities.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



## Set Task

**You must complete ALL activities.**

Produce a business summary by completing the following activities. You will need to refer to the task information and your research notes on outdoor education businesses.

### Activity 1. Review of business information

Review the current business status of OUTED using the details 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 OUTED.

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

### Activity 3. Recommendations

Recommend how OUTED 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 OUTED in relation to:

- GOVENTURE and other outdoor education businesses
- the wider business context in the sport and active leisure industry.

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





DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Large central area with horizontal dotted lines for writing.



Handwriting practice area with 20 horizontal dotted lines.

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

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



**Activity 2. Business model analysis**

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

(16)

Area with horizontal dotted lines for writing.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Handwriting practice area with 20 sets of horizontal dotted lines.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Large writing area with horizontal dotted lines.





DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

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



**Activity 3. Recommendations**

Recommend how OUTED can develop and market itself.

You should consider:

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

(20)

Area with horizontal dotted lines for writing.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



P 5 9 2 3 5 A 0 1 5 2 4

Handwriting practice area with 20 sets of horizontal dotted lines.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Large writing area with horizontal dotted lines.



Handwriting practice area with 20 horizontal dotted lines.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

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



**Activity 4. Justification**

Justify your recommendations for OUTED in relation to:

- GOVENTURE and other outdoor education businesses
- the wider business context in the sport and active leisure industry.

(12)

Area with horizontal dotted lines for writing the justification.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



Handwriting practice area with 20 sets of horizontal dotted lines.

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

Area with horizontal dotted lines for writing.

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

**TOTAL FOR TASK = 64 MARKS**







DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

**BLANK PAGE**



DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

**BLANK PAGE**



P 5 9 2 3 5 A 0 2 3 2 4

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

DO NOT WRITE IN THIS AREA

**BLANK PAGE**

