

Pearson BTEC Level 3 Nationals Extended Diploma

June 2019

Paper Reference **21405J**

Sport

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

Part A

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.

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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 11) 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.

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 must not share your work with other learners.

Your teacher/tutor cannot give you feedback during the completion of **Part A** or **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 bullet points and not extended answers. Other content is not permitted.

Part A Case Study

In preparation for **Part B** you will research **three** different trampoline parks that have a variety of activities to serve specific groups.

Your research should include:

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

Please check the examination details below before entering your candidate information

Candidate surname

Other names

Centre Number

Learner Registration Number

Pearson BTEC
Level 3 Nationals
Extended Diploma

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Thursday 16 May 2019

Morning (Time: 3 hours)

Paper Reference **21405J**

Sport

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

Part B

You must have:

Your research notes from **Part A** (maximum four A4 sides)
Calculator

Total Marks

| |
|--|
| |
|--|

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

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 trampoline parks that have a variety of activities to serve specific groups.

Your research should include:

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

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Part B Set Task Information

B'OUNCE was established in 2011 and operates as a private limited company (Ltd) offering a play environment to entertain **all ages**.

The business focuses its marketing on the fun and health benefits associated with trampolining – '**FLIP = FUN = FIT**'

Business operations

Staffing structure

| |
|---|
| Managing Director and Owner |
| Centre Manager (Full time) Marketing/health and safety/staff training/budgets |
| Finance and Human Resources Manager (Full time) Salaries/employment legislation |
| Floor Manager (Full time) Timetabling/safeguarding/data protection |
| Team Leaders (Part Time) B'OUNCE Leaders (Part Time) |
| Support staff (Cleaning and maintenance) |

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Basic financial records of B'OUNCE for the past two years:

| | 2016/17 | 2017/18 |
|-------------------------------------|-----------------|-----------------|
| Income | | |
| Customer payments | £365,000 | £348,000 |
| Arcade sales | £5,000 | £8,000 |
| Total | £370,000 | £356,000 |
| | | |
| Operational costs | | |
| <i>Property rental (fixed cost)</i> | <i>£23,000</i> | <i>£23,000</i> |
| <i>Legal costs (fixed cost)</i> | <i>£2,000</i> | <i>£2,000</i> |
| Staffing | £267,000 | £260,000 |
| Marketing/promotion | £10,000 | £8,000 |
| Upgrading equipment | £12,000 | £5,000 |
| Total | £314,000 | £298,000 |
| | | |
| Profit | £56,000 | £58,000 |



Facilities

- 80 interconnected trampolines
- Children's trampoline area (4–8 years old)
- B'OUNCE obstacle course (9+ years old)
- 200 car park spaces
- Free WiFi
- Small amusement arcade area

Products and services

Each trampolining session is 90 minutes (prices are per person).

- £10.00 All ages
- £8.00 Birthday party package (minimum 10 people aged 6–16 years old only)

All trampolinists must wear socks. (Socks cost £2.50)

Opening times:

| | |
|------------------|-------------|
| Monday | Closed |
| Tuesday–Thursday | 17:00–19:00 |
| Friday | 17:00–20:00 |
| Saturday | 10:00–19:00 |
| Sunday | 10:00–17:00 |

Individuals can sign up for newsletters (information on upcoming events and activities) and B'OUNCE has a fantastic website with all activities, prices and information. B'OUNCE is promoted extensively on social media with 1000s of followers and interactions.

Demographics

B'OUNCE is situated in a large city with the following population:

| Age range | Number of people |
|--------------|------------------|
| 6–10 | 79,162 |
| 11–16 | 88,004 |
| 17–24 | 111,900 |
| 25–35 | 156,152 |
| 36–45 | 113,914 |
| 46–55 | 114,220 |
| 56–65 | 115,061 |
| 66–75 | 114,864 |
| 76+ | 114,663 |
| Total | 1,007,940 |



FLIPP'D

FLIPP'D is a large organisation that has opened a trampoline centre in the same city as B'OUNCE.

FLIPP'D has centres all over the country, focusing on fun, fitness and party events. Its motto is *'We have something for everyone!'*

Business operations

Staffing structure

| |
|---|
| Managing Director and Owner |
| Centre Manager (Full time) Marketing/health and safety/staff training/budgets |
| Finance and Human Resources Manager (Full time) Salaries/employment legislation |
| Floor Manager (Full time) Timetabling/safeguarding/data protection |
| Team Leaders (Part Time) FLIPP'D Leaders (Part Time) |
| Support staff (Cleaning and maintenance) |

Facilities

- 140 interconnected trampolines
- Obstacle course (for 9+ years old)
- Interactive climbing wall
- Giant airbag
- Foam pit
- Café
- 100 car park spaces
- Free WiFi

Products and services

Each trampolining session is 60 minutes long (prices are per person). Promotions are available.

- £7.50 Under 16s
- £10.00 Adults
- £8.00 Group bookings (minimum 10 people)
- £8.00 Birthday party package (minimum 10 people aged 6–16 years old only)

All trampolinists must wear socks. (Socks cost £1.00)

Monthly membership (unlimited trampolining) is £50.00 per month (all ages).



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Opening times:

Monday–Thursday 17:00–21:00
Friday 17:00–22:00
Saturday 10:00–22:00
Sunday 09:00–19:00
School holidays (Monday–Friday) 09:00–21:00
(Online booking is available for all sessions)

FLIPP'D is promoted on social media.

Demographics

FLIPP'D is in the same city as B'OUNCE with the following population:

| Age range | Number of people |
|--------------|------------------|
| 6–10 | 79,162 |
| 11–16 | 88,004 |
| 17–24 | 111,900 |
| 25–35 | 156,152 |
| 36–45 | 113,914 |
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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 trampolining businesses.

Activity 1. Review of business information

Review the current business status of B'OUNCE 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 B'OUNCE.

(Total for Activity 2 = 16 marks)

Activity 3. Recommendations

Recommend how B'OUNCE 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 B'OUNCE in relation to:

- FLIPP'D and other trampolining businesses
- the wider business context in the sport and active leisure industry.

(Total for Activity 4 = 12 marks)



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(Total for Activity 1 = 16 marks)



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(Total for Activity 2 = 16 marks)



Activity 3. Recommendations

Recommend how B'OUNCE can develop and market itself.

You should consider:

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

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(Total for Activity 3 = 20 marks)



Activity 4. Justification

Justify your recommendations for B'OUNCE in relation to:

- FLIPP'D and other trampolining businesses
- 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





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