Pearson BTEC Level 3 Nationals Extended Diploma

January 2024

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** 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.
- 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.

Learners have six hours from the release date and before the supervised assessment (**Part B**) to carry out research.

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.

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 sports physiotherapy businesses.

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

Monday 15 January 2024

Morning (Time: 3 hours)

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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)
A 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 sports physiotherapy businesses.

Your research should include:

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

Part B Set Task Information

PHY+

PHY+ is a physiotherapy company, managed by one individual who established the business two years ago. PHY+ looks to provide bespoke and personalised physiotherapy and rehabilitation. The business is accessible to anyone wanting to recover from injury and return to either an active lifestyle or employment.

Business operations

The business operates within a small, local area, at a fixed location (in the local gym) run by a Managing Director (MD) who is a qualified physiotherapist, massage consultant and nutritionist. The MD currently works for the National Health Service (NHS) two days a week (Monday and Tuesday). Most clients are private health insurance referrals and gym members.

Basic financial records

	2022 (Year 1)	**2023 (Year 2)**
Income		
Client sessions – onsite (at the gym-based location)	£18,000	£18,000
Client sessions – offsite (at the client's home or workplace)	£4,000	£16,000
Product sales to clients (massage oils, resistance bands, braces and supports, physio tape)	£1,500	£2,000
TOTAL	**£23,500**	**£36,000**
Operational costs		
Wages	£0	£10,000
Legal costs (insurances)	£2,000	£2,000
Room rental	£6,000	£6,250
Travel expenses (including fuel/insurances)	£6,000	£12,000
Equipment costs (for treatment procedures) e.g. portable massage bed, TENS machine, ultrasound kit, oils, resistance bands, tape	£6,000	£2,000
Product costs (for resale to clients) (massage oils, resistance bands, braces and supports, physio tape)	£350	£500
TOTAL	**£20,350**	**£32,750**
Profit	**£3,150**	**£3,250**

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Facilities

PHY+ operates from a small, rented room within the local gym (Wednesday to Friday) and has the following facilities onsite:

- 1 x massage bed
- 1 x treadmill
- 1 x exercise bike.

PHY+ also has access to the following within the gym:

- 75 station gym
- swimming pool.

(Additional charges are made by the gym for use of these facilities.)

PHY+ also offers treatments and consultations within the client's home or place of work (if suitable and within the local area).

PHY+ has all the required equipment for both onsite and home visits including:

- resistance bands, balance pads, small weights set, exercise balls, exercise sliders and foam rollers
- portable massage beds (including towels/oils) and deep tissue massage equipment
- Body Mass Index/blood pressure/body fat/strength/balance equipment
- electrotherapy equipment.

Products and services

Appointments	**Duration**	**Pricing (£) (including VAT)**
No obligation pre-assessment (online)	15 minutes	Free
Health assessments (body mass index/ body fat/strength/balance/blood pressure)	1 hour	30.00
Physiotherapy session	1 hour	35.00
Sports massage (full body)	1 hour 30 minutes	48.00
1 to 1 rehabilitation programme (10 weeks)	1 hour (x 10)	30.00 per session (270.00 in total) *
Nutrition advice and guidance session (onsite or online)	1 hour	35.00
'Return to work' session Helping people return to work as soon as possible	1 hour	40.00
Frequently asked questions, advice and guidance (online)	N/A (via email)	FREE

*Full balance due at the start of the programme

Sessions are bookable during the following timeslots:

Day	Sunday/ Monday/ Tuesday	Wednesday	Thursday	Friday	Saturday
Time	Closed	12–9 pm	9 am–5 pm	12–9 pm	8 am–3 pm
Location Availability		Onsite or offsite	Onsite	Onsite or offsite	Offsite

Onsite = at the gym-based location

Offsite = at the client's home or workplace

PHY+ has a Facebook page and has recently joined LinkedIn. Outside of these two platforms there is no other social media or website material. Online consultations are completed via Microsoft Teams.

Current gym members will get a 10% discount for the first service they use.

Demographics

All offsite products and services are available to any client within a 15-minute commute of the gym location.

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ESL Physio Ltd (ESL)

ESL is a private sports physiotherapy business founded in 2002. ESL has served the local community and beyond for over 20 years and is a very well-respected local, national and international business.

Business operations

ESL focuses mainly on elite competitors.

The business employs 18 full-time staff, who have various specialties, allowing a very bespoke offer to its clients.

Facilities

The business has an extensive facility in the same local area as PHY+, and has the following facilities:

- eight rehabilitation and treatment rooms
- hydrotherapy pool
- cryotherapy chamber
- altitude training room
- strength and conditioning gym.

ESL offers both onsite and offsite (home and workplace) sessions to suit the client's needs.

Products and services

Appointments	Duration	Pricing (£) (including VAT)
Health assessments (body mass index/body fat/ strength/balance/blood pressure)	1 hour	65.00
Physiotherapy session	1 hour	65.00
Hydrotherapy pool session	45 minutes	110.00
Altitude training package	Various	150.00-450.00
Strength training package	Various	45.00 (per session)
Sports massage (full body)	1 hour 30 minutes	75.00
Sports massage (specific body parts)	45 minutes	55.00
Online sessions (e.g. yoga, Pilates, flexibility)	1 hour	50.00
Exclusive packages*	Various	On application

* ESL offer packages to its clients through links with a physiotherapy and rehabilitation team in Dubai. These exclusive packages include flights, accommodation and bespoke programmes that can be individualised or team orientated.

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ESL are open every day at the following times:

Day	Monday – Friday	Saturday	Sunday
Time	6 am–9 pm	9 am–7 pm	7 am–5 pm
Location Availability	Onsite or offsite	Onsite or offsite	Onsite or offsite

ESL has an extensive range of products for sale both online and from its premises and puts together packages of required equipment depending upon the individual's goals.

ESL promotes the business on the following social media sites:

- Instagram
- LinkedIn
- Facebook
- TikTok.

ESL has an excellent website which has thousands of testimonials from clients giving positive feedback about their progress. The website also includes a 'members' site where clients can download additional training and nutrition information for a monthly subscription.

Demographics

Clients come from all over the world for specialised programmes and access to the elite physiotherapy offer.

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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 physiotherapy businesses.

Activity 1. Review of business information

Review the current business status of PHY+ 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 PHY+.

(Total for Activity 2 = 16 marks)

Activity 3. Recommendations

Recommend how PHY+ 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 PHY+ in relation to:

- ESL and other physiotherapy businesses
- the wider business context in the sport and active leisure industry.

(Total for Activity 4 = 12 marks)

Taskbook

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 PHY+ 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.

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(Total for Activity 2 = 16 marks)

Activity 3. Recommendations

Recommend how PHY+ 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)

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Justify your recommendations for PHY+ in relation to:

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(Total for Activity 4 = 12 marks)

TOTAL FOR TASK = 64 MARKS

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