Pearson BTEC Level 3 Nationals Extended Diploma

June 2023

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 6 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 3 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 3-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 6 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 6 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 3 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 gymnastics clubs.

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

Thursday 18 May 2023

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.

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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 3-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 gymnastics clubs**.**

Your research should include:

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

Part B Set Task Information

ESGYM is a well-established gymnastics club that has been in a town centre for over 40 years. It is a private limited company (Ltd). The club has a purpose-built centre for gymnastics and cheerleading.

The club is affiliated to British Gymnastics (governing body).

ESGYM is accessible for all levels of gymnast and cheerleader from recreational to competition standard.

ESGYM's motto is '***move through life without boundaries'.***

Staffing structure

Managing Director **Full time (×1)** Strategic direction, pricing and sales, child protection, school and customer liaison
Estates and Centre Staff Manager **Full time (×1)** Health and safety, staffing, equipment and facility management, cafe
Online Content Production Manager **Part time (×1)** Website, online marketing, online shop, social media, live content production, competition coverage
Coaching staff **Full time (×5) and Part time (×21)** Development of sessions and activities, monitoring performance, health and safety
Cleaning and Maintenance **Full time (×1)**

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Basic financial records of ESGYM

	2021 (£)	2022 (£)
Income		
Memberships	207,000	197,000
Pay as you go	53,000	55,000
Parties	30,000	30,000
Schools	20,000	28,000
Holiday camps	85,000	75,000
Shop and cafe sales	16,000	10,000
Sponsorships	10,000	15,000
Total	**421,000**	**410,000**
Operational costs		
Staffing and wages	210,000	208,000
Legal costs (insurances)	12,000	12,000
Equipment replacement	38,000	32,000
Competition entry	8,000	8,000
Facility rental (fixed)	85,000	85,000
Transport	15,000	15,000
Marketing	5,000	4,000
Total	**373,000**	**364,000**
Profit	**48,000**	**46,000**

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Facilities

The club is used for all types of gymnastics, but the building is outdated and old fashioned.

In the last 12 months the club has received money to make a state-of-the-art full size sprung floor. The club has a dance studio and a strength and conditioning room.

Products and services

ESGYM offers two different programmes:

1. **Engage programme –** A recreational programme that includes gymnastics sessions for all ages and abilities.
2. **Excel programme –** An advanced programme, focused on developing gymnastic skills for gymnasts who want to enter competitions and events.

Other activities at ESGYM include:

Play and baby gym – Open to members and non-members (12 months to 3 years). Babies and children of mixed ages can enjoy gymnastic free play on the apparatus.

School holiday camps – 9 am to 4 pm Monday to Friday during school summer holidays.

Cheerleading – Cheerleading training sessions run twice a week with a minimum of three competitions a year for younger members.

Young leaders academy – Opportunity for young coaches to develop their knowledge and qualifications to work within the industry.

Schools' programme – Curricular and extra-curricular gymnastics lessons can be delivered to both primary and secondary schools.

Cafe – Available for all customers when the centre is open.

Online shop – Training clothing (new and pre-loved (second-hand)), photos of competitions and events.

Facility hire – Dance studio, and strength and conditioning room available for hire.

Taster sessions – Not sure if gymnastics or cheerleading are for you? Try a session for free!

All bookings for any of the products and services can only be made via the website.

ESGYM's website is the platform used to display all key information. The website contains:

- memberships and activity options
- events and competitions calendars
- case studies
- parent feedback
- online shop.

Social media is not widely used to promote the business. Most communication is done through the website.

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ESGYM has several sponsors who provide finance to support competition entry fees, facility development and marketing.

Prices

	Per session (£)	Per month (£)	Annual cost (£)
Excel membership	Not available	150.00	1500.00
Engage membership	Not available	30.00	300.00
Pay as you go sessions	8.00	Not available	Not available
Play and baby gym	6.00	Not available	Not available
Cheerleading	Not available	20.00	200.00
Holiday camp	£35.00 per day		
Party booking	£10.00 per person, min 10 max 40 people (inclusive of food) Weekdays only		
Dance studio or strength and conditioning room hire	Currently only available for booking by members		

Opening times

ESGYM is open 9 am to 8 pm Monday to Friday, and 9 am to 6 pm Saturday and Sunday. Competitions are held on the first Sunday of every month.

Demographics

The club mainly serves the local community although elite gymnasts come from both the local area and further away. The demographic is broken down into the following categories:

- preschool (12 months to 3 years)
- 4–10 years
- 11–16 years.

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GYMBats

GYMBats gymnastics club started 5 years ago in the same town as ESGYM. GYMBats focuses on gymnastic competitions. It trains the highest standard of gymnasts locally, regionally and nationally. The club is used as a regional training facility for Team GB.

Facilities

The club is outstanding because it is funded by a private investor. There is a state-of-the-art full-size sprung floor, training foam pit, and world class bars. There are also three dance studios, a fully equipped gym, and a strength and conditioning facility onsite.

Products and services

Elite programme – focuses on competition and events. The sessions are for elite gymnasts, and coaches who work with elite gymnasts.

Coaching academy – The programme enables gymnasts to work towards a coaching qualification. The programme covers: self-analysis, focus, concentration and motivation skill development.

Online shop – Training and competition clothing, and competitions and events photos.

Membership only – Members must successfully complete the GYMBats induction assessment.

GYMBats website contains:

- events and competitions calendars
- events and trips
- online shop.

GYMBats uses social media to promote the club's successes, including competition results and articles about events/trips and 'stars of the future'.

Prices

	Per session	Per month (£)	Annual cost (£)
Elite membership	N/A	80.00	800.00

GYMBats has been able to reduce the membership fee because of financial donations from the private investor.

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Opening times

GYMBats is open 4 pm to 8 pm Monday to Friday, and 9 am to 6 pm on Saturdays. Competitions are held most Sundays.

Demographics

The club mainly serves the local community. However, elite gymnasts (including TeamGB members) travel from all over the region to attend the club.

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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 gymnastics clubs.

Activity 1. Review of business information

Review the current business status of ESGYM 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 ESGYM.

(Total for Activity 2 = 16 marks)

Activity 3. Recommendations

Recommend how ESGYM 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 ESGYM in relation to:

- GYMBats and other gymnastics clubs
- the wider business context in the sport and active leisure industry.

(Total for Activity 4 = 12 marks)

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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 ESGYM 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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Activity 2. Business model analysis

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

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(Total for Activity 2 = 16 marks)

Activity 3. Recommendations

Recommend how ESGYM 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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Activity 4. Justification

Justify your recommendations for ESGYM in relation to:

- GYMBats and other gymnastics clubs
- the wider business context in the sport and active leisure industry.

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(Total for Activity 4 = 12 marks)

TOTAL FOR TASK = 64 MARKS

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