Pearson BTEC Level 3 Nationals Extended Diploma

Sport

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

Part A

Sample assessment material for first teaching December 2016

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 sessions **(Part B)**.
- **Part A** is specific to each series and this material must only be issued to learners
- 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 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.

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 are required 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 be required to carry out research into **three different sports physiotherapy and rehabilitation businesses**.

Your research should include:

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

Write your name here

Surname	Other names

Pearson BTEC Level 3 Nationals Extended Diploma

Centre Number

Learner Registration Number

Sport

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

Part B

Sample assessment material for first teaching
December 2016
Supervised hours: 3 hours

Paper Reference
21405J

You must have:
Your research notes from **Part A** (maximum four A4 sides)

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 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 resource 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

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Part B Set Task Information

PHYSIOLAB

PHYSIOLAB Ltd is a sports physiotherapy and rehabilitation business founded in 2014. PHYSIOLAB is owned by an NHS physiotherapist and serves the local community.

Business operations

The Managing Director has overall responsibility for the following:

- finances and payroll
- logistics (e.g. timetabling of staffing)
- booking system for appointments
- facility hire
- staff training (safeguarding, health and safety)
- marketing and promotion.

PHYSIOLAB looks to provide 'High Quality Physiotherapy for Everyone' (USP). It employs two part-time hourly paid (PTHP) physiotherapists (who also work within the NHS full-time) and a sports nutritionist. Staff are paid 50% of the money clients pay for their session whilst the business pays £15.00 per hour for the rent of their room within the leisure centre, which includes use of all the facilities (annual lease).

Facilities

PHYSIOLAB is located in a Community Sports and Leisure Centre. The business has access to:

- two massage beds
- one treadmill
- one exercise bike
- 75 station gym
- 25m swimming pool
- sports hall
- body mass composition machine
- strength testing equipment.

The leisure centre has parking and changing rooms that are available to all customers.

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Products and services

Appointments	Duration	Pricing (£)
Introductory session	35 mins	40.00
Follow-up sessions	45 mins	50.00
'The Body MOT' – full movement and injury prevention analysis (inc. strength and balance testing)	35 mins	45.00
'Return to Work' session*	45 mins	45.00
Nutritionist appointments	40 mins	35.00

*For people looking to return to work after an injury (e.g. back injuries)

Day	Monday	Tuesday	Wednesday	Thursday	Friday to Sunday
Opening Time	2–9pm	Closed	2–9pm	6–9pm	Closed
Staff Available	2 x Physio 1 x Nutritionist		2 x Physio 1 x Nutritionist	Managing Director	

The Managing Director books clients in for one-hour sessions regardless of the duration of their appointments.

The business promotes its products and services within the leisure centre by word of mouth, leaflets and posters. The Managing Director runs the PHYSIOLAB social media account, which gives positive stories from clients that were treated successfully.

Demographics

PHYSIOLAB's customer base is the 2500 members of the leisure centre gym, and individuals using the centre for swimming and sports hall bookings.

The Community Sports and Leisure Centre is in the middle of a large town and has two large organisations nearby.

1. Local council (2000 staff)
2. Higher education centre (1000+ staff/4000 learners)

There are also 15 primary schools and 3 large secondary schools (900 staff) in the local area.

Currently PHYSIOLAB is not linked to any sports club or business within its local area.

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TheraP

TheraP is a well-established mobile sports massage and rehabilitation business that has been providing a service within the local area for nine years.

Business operations

TheraP is an independent business run by its Managing Director who is a qualified massage and sports rehabilitation specialist.

Facilities

The business has no fixed base and all treatments and consultations take place within the customer's home.

The business has:

- portable massage beds (inc. towels/oils)
- deep tissue massage equipment
- Body Mass Index/blood pressure/body fat/strength/balance equipment.

Products and services

Appointments	Duration	Pricing (£)
Sports/Swedish massage	1 hour	25.00
Health assessment (Body Mass Index/blood pressure/body fat/strength/balance)	45 mins	25.00
Soft tissue injury assessment and rehabilitation programme design	1 hour	30.00
Rehabilitation programme (6 weeks) Week 6 is FREE	1 hour (6 in total)	25.00 (per session)
Sports strapping and taping	30 mins	10.00
No obligation pre-assessment (online)	15 mins	10.00
FREE FAQs advice and guidance online	–	FREE

TheraP also sells massage oils, flexibility bands, strapping and taping (discounted when booking one of the sessions above).

Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday/Sunday
Opening Time	12pm – 9pm	12pm – 9pm	12pm – 9pm	12pm – 9pm	12pm – 9pm	9am – 4pm

Demographics

All offers are available to any customer within a 15-mile radius of the local town centre.

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Set Task

You must complete ALL activities.

Produce a business summary by completing the following activities in the task and answer book. You will need to refer to the task information and your research notes on physiotherapy and sports rehabilitation businesses.

Activity 1. Review of business information

Review the current business status using the details provided in the set task information about PHYSIOLAB. 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 PHYSIOLAB.

(Total for Activity 2 = 16 marks)

Activity 3. Recommendations

Recommend how PHYSIOLAB 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 PHYSIOLAB in relation to:

- TheraP and other physiotherapy and sports rehabilitation businesses
- the wider business context in the sport and active leisure industry.

(Total for Activity 4 = 12 marks)

TOTAL FOR TASK = 64 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

(16)

Review the current business status using the details provided in the set task information about PHYSIOLAB. You should consider:

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

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(Total for Activity 1 = 16 marks)

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Activity 2. Business model analysis

(16)

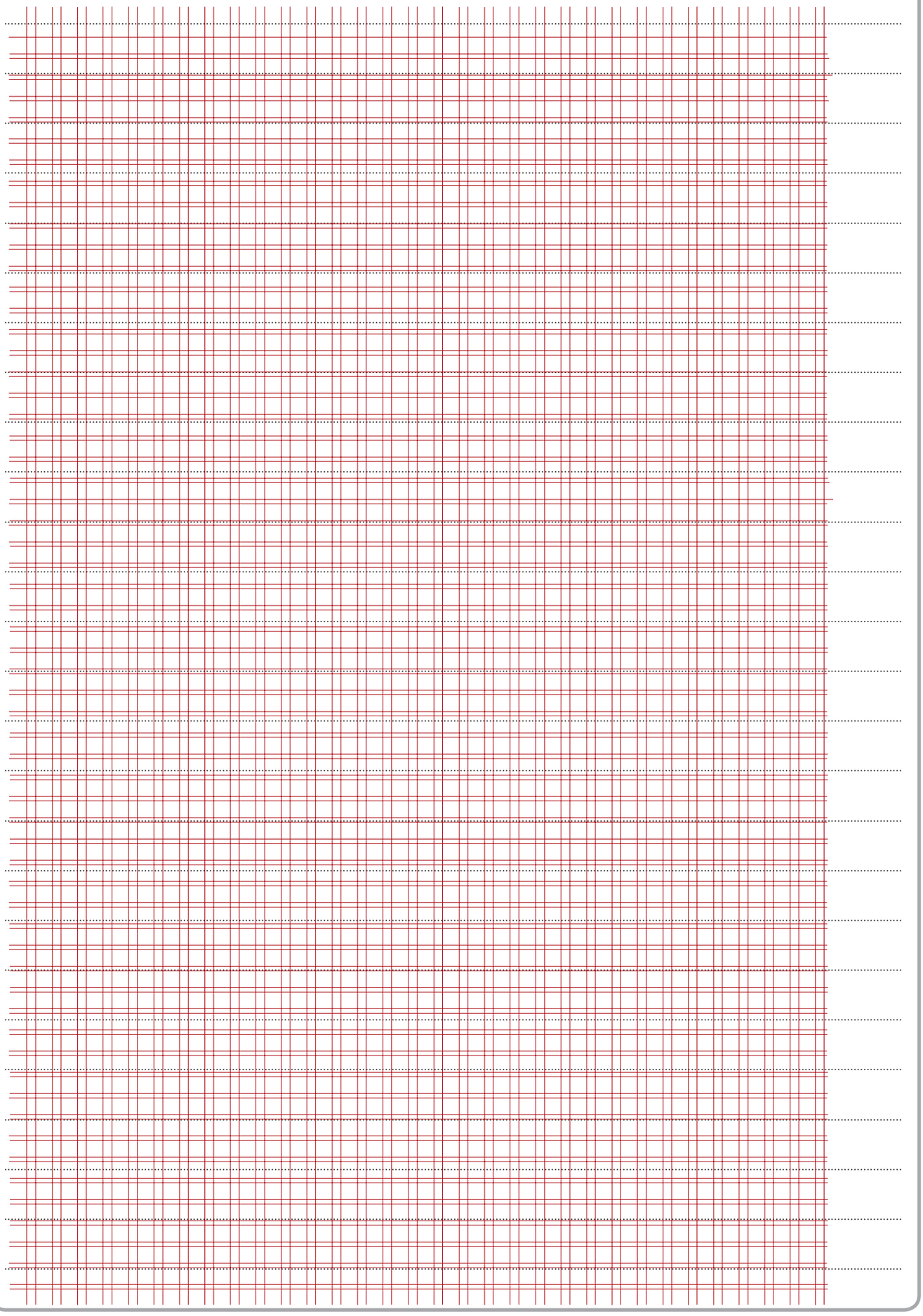
Using the PESTLE **or** SWOT business model, analyse the factors that are currently affecting PHYSIOLAB.

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(Total for Activity 2 = 16 marks)

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(20)

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(Total for Activity 3 = 20 marks)

Activity 4. Justification

(12)

Justify your recommendations for PHYSIOLAB in relation to:

- TheraP and other physiotherapy and sports rehabilitation businesses
- the wider business context in the sport and active leisure industry.

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TOTAL FOR TASK = 64 MARKS

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