

# Unit 19 - DEVELOPMENT AND PROVISION OF SPORT AND PHYSICAL ACTIVITY

**Summer Independent Learning  
2022**

**Extended Diploma (Year 13)**



# Unit 19 Introduction

## January External Assessment 2023

You get a sports development case study

E.g -

Football Club

Tennis Centre

Cricket team

Swimming pool

How are you going to improve the club to

have more participants? More income?

More top level performers?

**Pearson BTEC Level 3 Nationals Extended Diploma**

Please check the examination details below before entering your candidate information

Candidate surname					Other names				
Centre Number					Learner Registration Number				
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Time 2 hours 30 minutes					Paper reference		<b>31542H</b>		
<b>Sport</b>									
<b>UNIT 19: Development and Provision of Sport and Physical Activity</b>									
								<b>Part B</b>	
<b>You must have:</b> Your research notes from <b>Part A</b> (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.
- 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 60.
- 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

**Tip – This will help you for  
Question 1 in the assessment**

# Aims of the SIL

1. Identify and describe the principles of sport development
2. Explain the principles of sport development using sporting examples
3. Justify the aims of a sports development proposal.



**Instructions - Using the resources  
on Slide 5 complete the activities  
on the PowerPoint**

# Resources – Ctrl + Click on the links below

[Principles of sport development presentation](#)



If this link doesn't work, use slides 20-48 of this PowerPoint.

[Learning Aim A Textbook.pdf](#)



If this link doesn't work, you have been emailed this help sheet. Search "SIL help sheet" in your emails.

**Tip – Summarise each principle into one sentence**

# Identify the principles of sports development?

1.

2.

3.

**Tip – Use the resources on the links for support**

**Make sure you EXPLAIN**

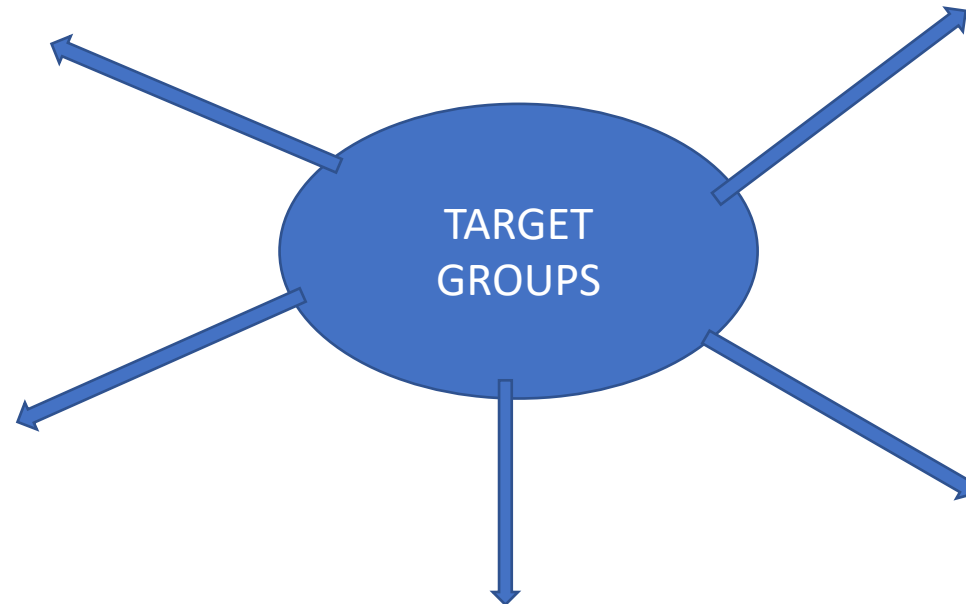
# Principle 1 - PARTICIPATION

- Explain the 3 levels of participation that are targeted by sports development projects, with sporting examples.

**Tip – Use the resources on the links for support  
Annotate the slide**

# Principle 2 - INCLUSIVITY

- What are the 5 target groups for sport development projects? Explain how they are underrepresented in sport

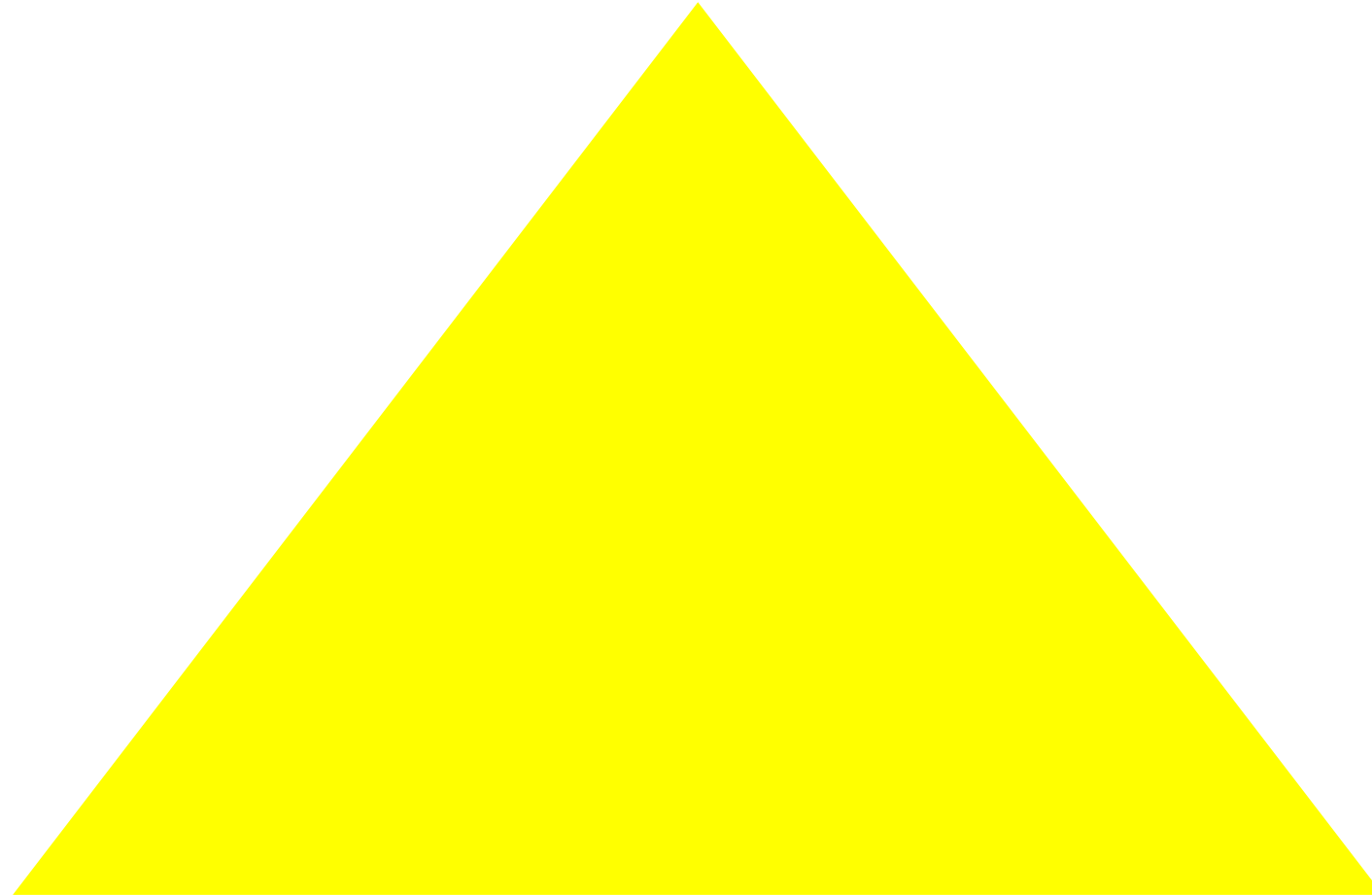




**Tip – Use the resources on the links for support  
Annotate the slide in detail**

## Principle 3 - PROGRESS

- Sport development projects need to help players to progress to the next level. Explain the sport development continuum using examples.



# External Assessment Practice!

## Question 1

- 1 Provide and justify aims to meet your proposal.

(10)

**Read the scenario and the data on the following slides**



Scenario - You are a member of a tennis club located in a park in Bradford / Doncaster / Pontefract. You are very involved with the club and you are concerned about the decreasing number of members. This decrease could result in the club having to close.



# UK Active Lives Data - Tennis participation rates

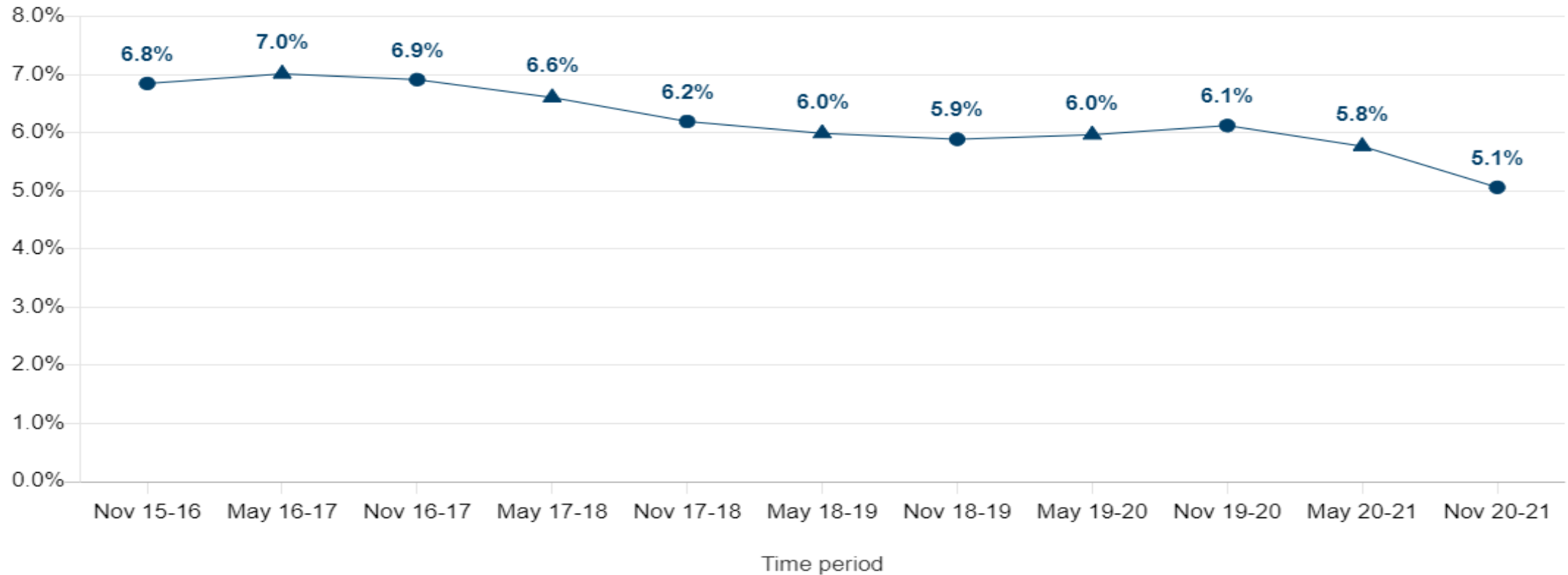
Participated in the last year



Show values

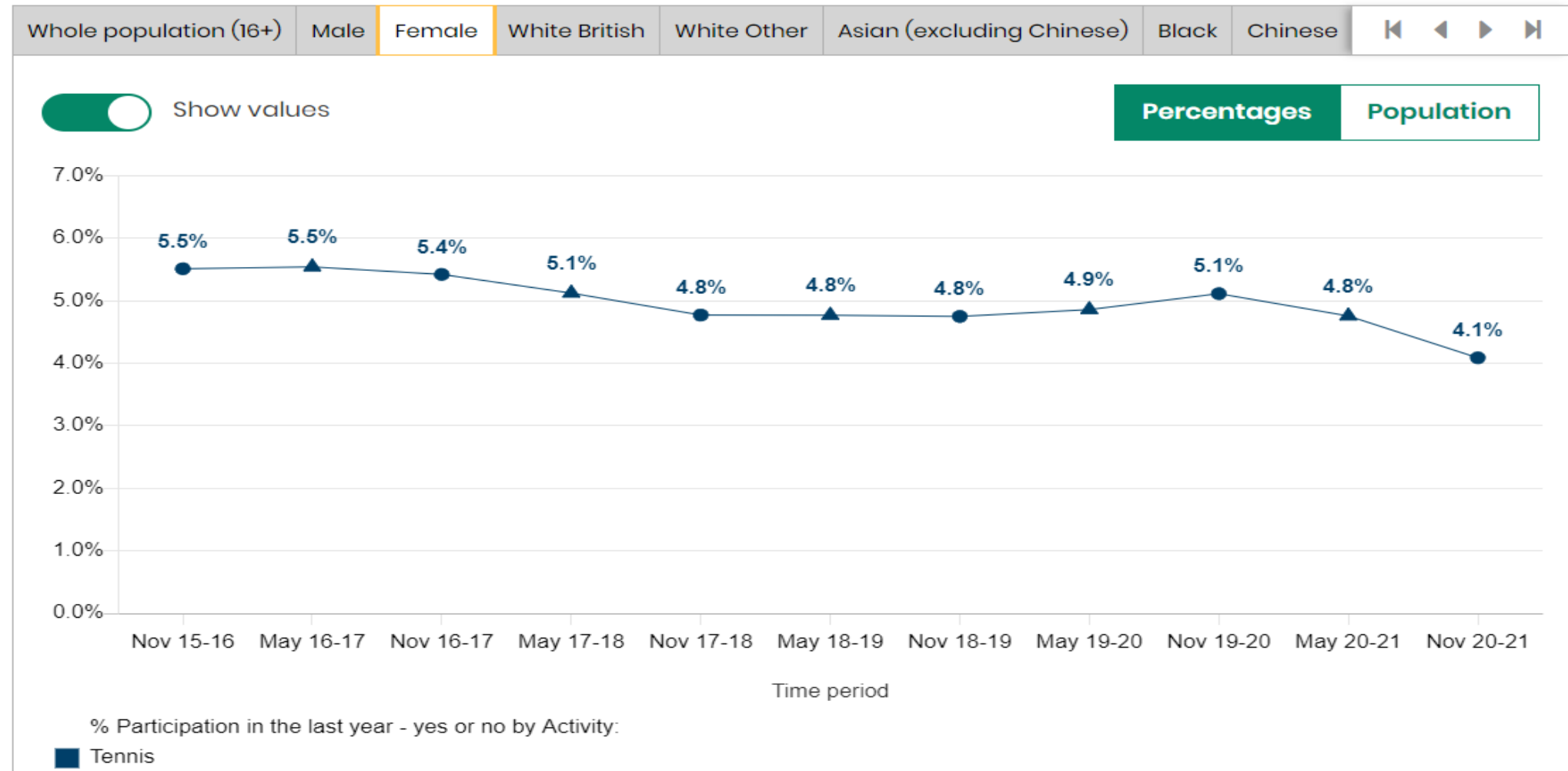
Percentages

Population



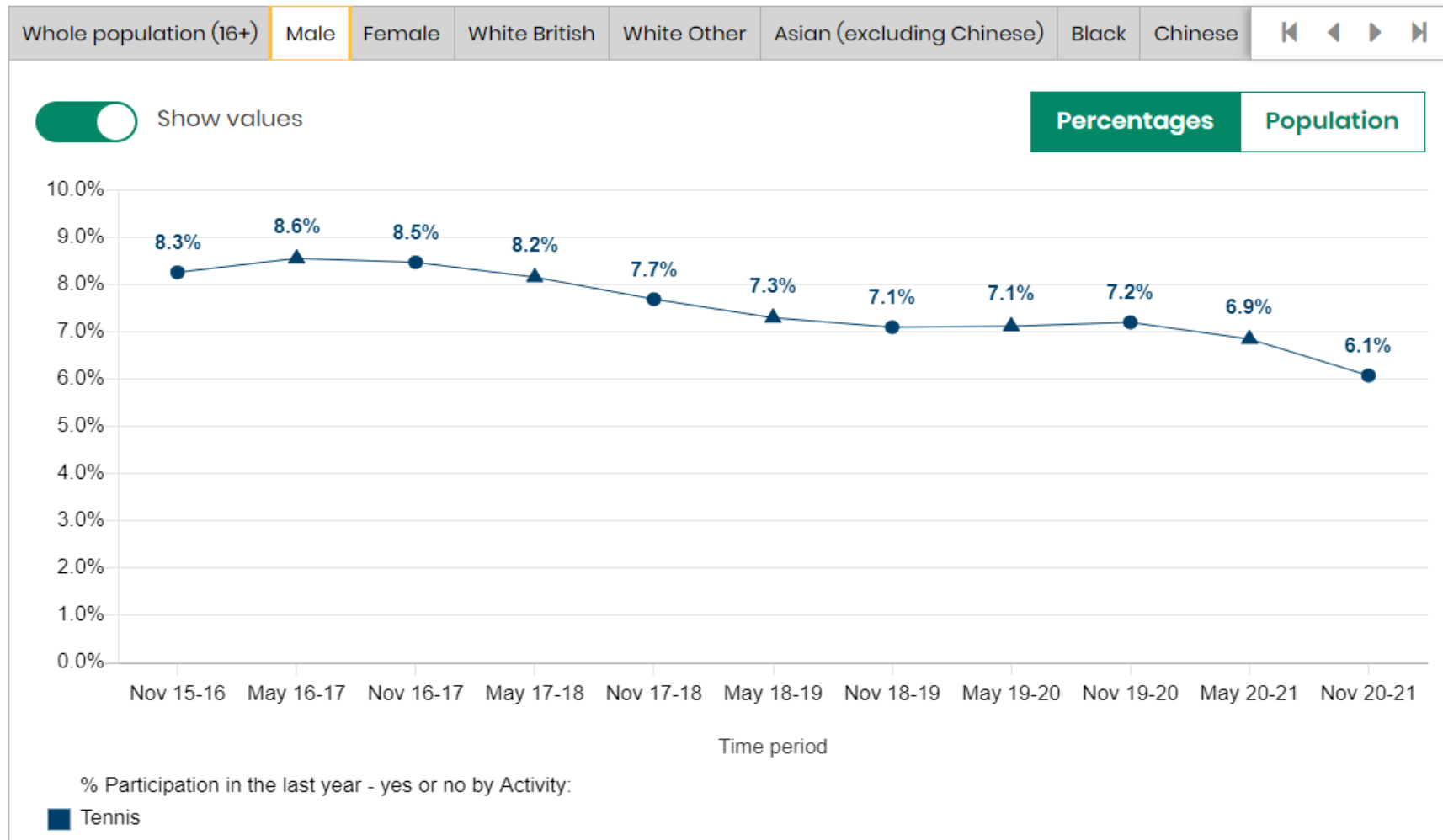
# UK Active Lives Data - Female participation rates

[Export chart](#)



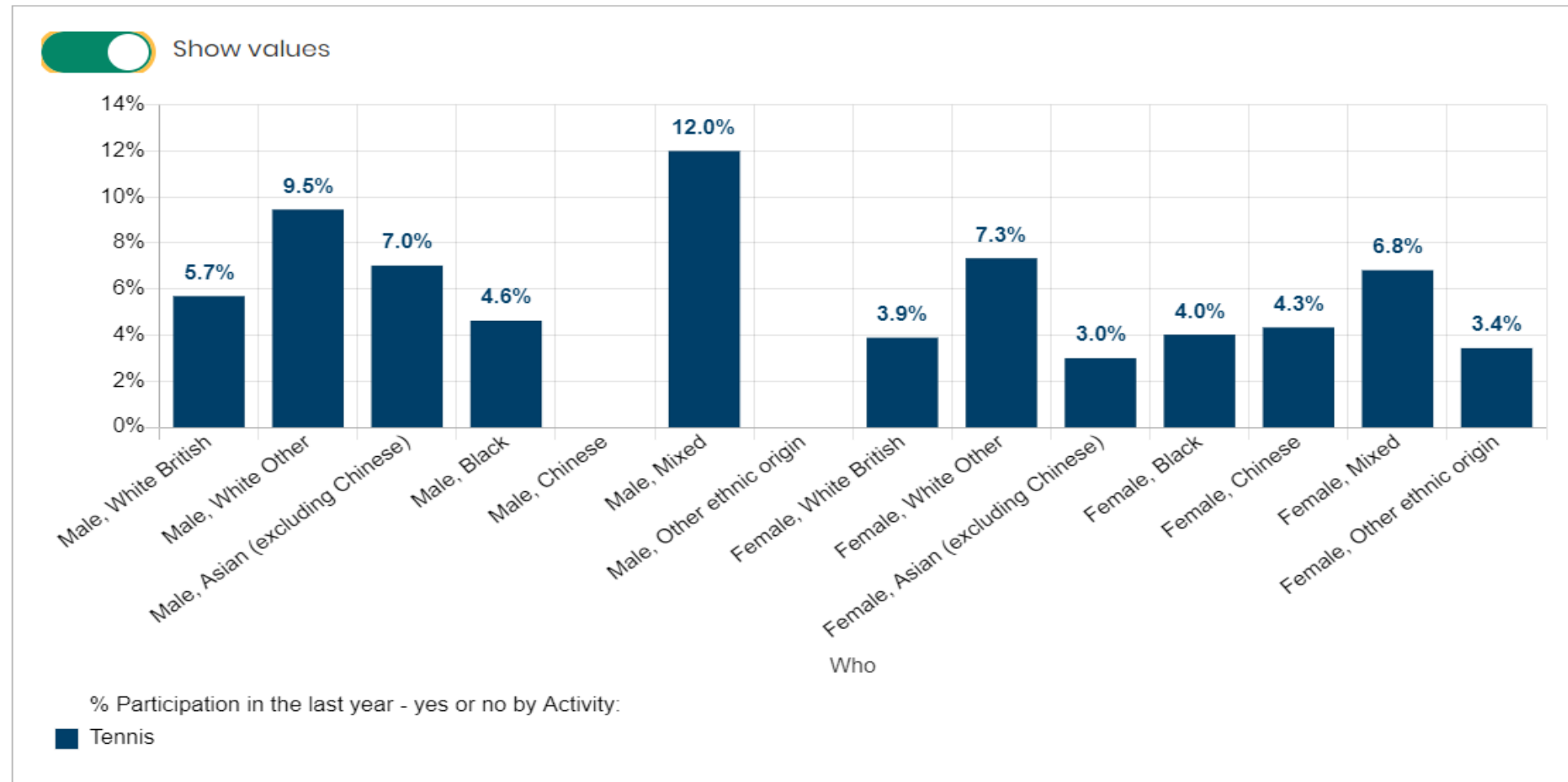
# UK Active Lives Data - Male participation rates

[Export chart](#)



# UK Active Lives Data - Ethnicity participation rates

Export chart



# External Assessment Practice!

## Question 1

- 1 Provide and justify aims to meet your proposal.

(10)

**Come up with 3 aims to help the tennis club.**

**They must link with the 3 sports development principles (1 for each)**

**e.g. raise the participation level of people with a disability (Inclusivity principle)**



# External Assessment Practice!

## Question 1

- 1 Provide and justify aims to meet your proposal.

(10)

### **Justify your aims**

- **Why are your aims needed? Back up with data**
- **How and why will it help the club? How will it help the participant?**
- **You do not need to say how you will meet these aim  
(not yet anyway!)**

# External Assessment Practice!

## Question 1

- 1 Provide and justify aims to meet your proposal.

(10)

Write your answer here..... continue onto the next slide





# Unit 19

Click to add text

DEVELOPMENT AND PROVISION OF SPORT AND  
PHYSICAL ACTIVITY

LEARNING AIM A – PRINCIPLES OF SPORTS  
DEVELOPMENT

# UNIT 19 – DEVELOPMENT AND PROVISION OF SPORT AND PHYSICAL ACTIVITY

Learning Aim A – Principles of sports development



Learning Aim B – Wider sports development

Learning Aim C – Media and commercialisation in sport

Learning Aim D – Proposal writing

Learning Aim E – Interrelationship between proposals and the wider sports development context

# LESSON 1 – SPORTS DEVELOPMENT

20/06/2022

BIG THINKING QUESTION – what are the 3 principles of sports development?

**Recall:** The 3 key principles of sports development.

**Perform:** By describing the 3 key principles of sports development and apply it to a sporting context.

**Apply:** By analysing the importance of sports development using examples to encourage participation, inclusivity and progression.

Learn it ...

# Sports development

## 3 key principles

1. To increase **participation** levels.
2. To increase levels of **inclusivity**.
3. To help people **progress** their level of sport along a “sport development continuum”.

**Know it ...**

Think. Pair. Share

Think about your sports ground/gym/sport facilities. How do they fit in with the 3 key principles of sports development.



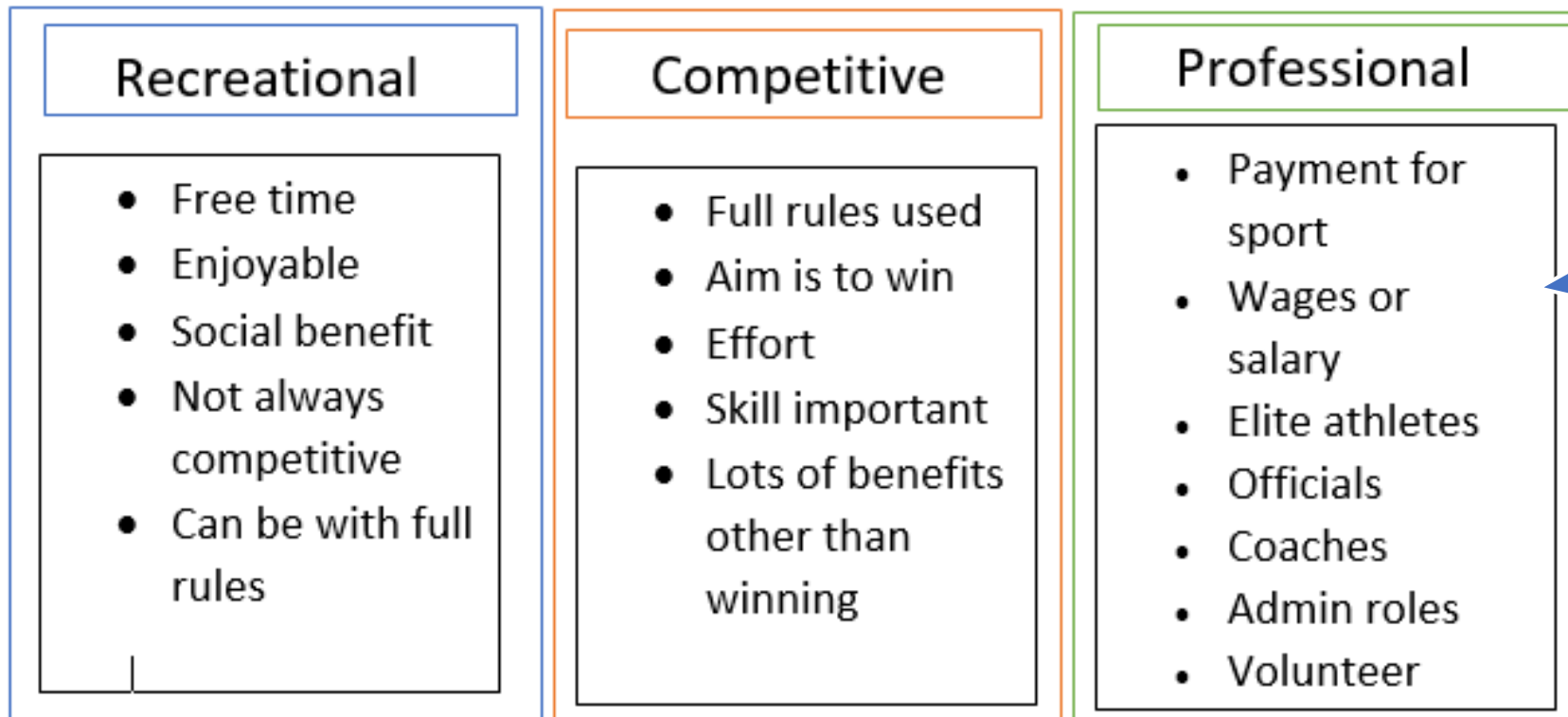


Learn it ...

# PRINCIPLE 1: participation

There are 3 levels of participation in sport, this is not just as a player, but also includes officials, coaches and volunteers. Participation takes place at 3 different levels.

## 3 Levels of Participation



**Know it ...**

Explain each level of participation for a role which is NOT a player.

**Learn it ...**

# PRINCIPLE 2: inclusivity

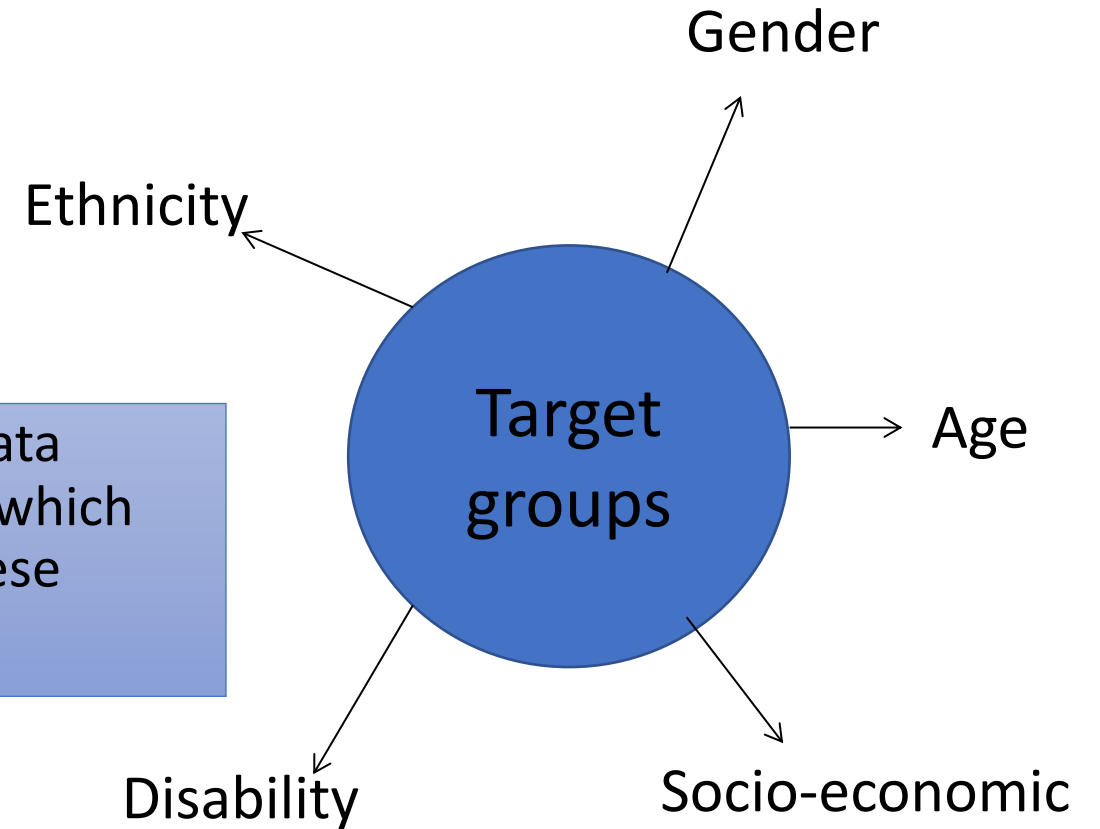
Encourages all sections of society to participate in sport.

Individual sports clubs, the government and other organisations tend to focus any initiatives or schemes on a specific target group.

These target groups are often centred on the data collected by Sport England's Active Live Survey which enables additional funding to be directed to these groups.

## **Know it ...**

What societal factors can affect participation rates in sport?



# Target groups

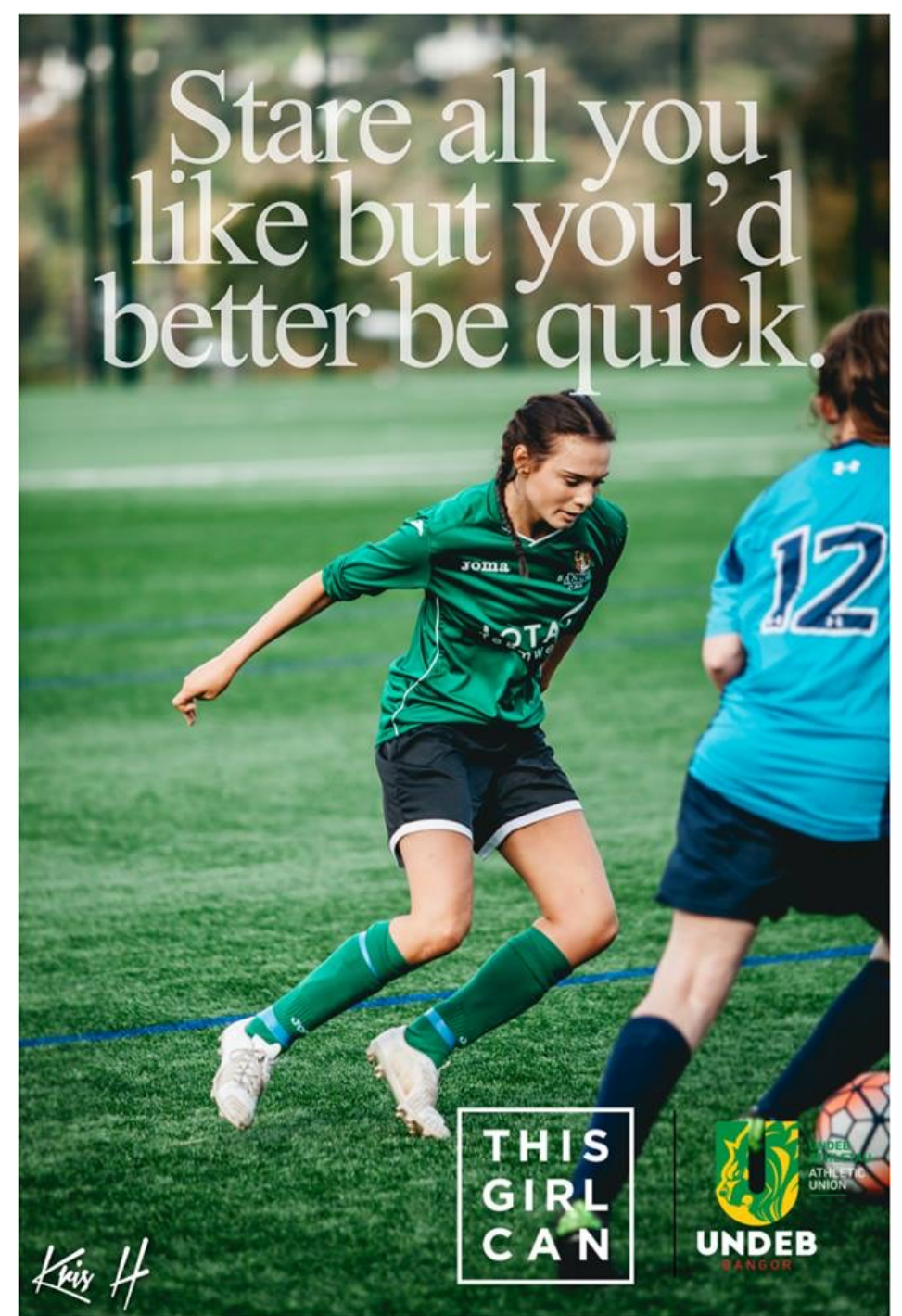
## Gender

Sport England has seen a significant gender gap in sport/physical activity participation between males and females.

- 2 million less females ages 14-40 play sport regularly despite 75% saying they would like to be more active.
- As a result an initiative called 'This Girl Can' tried to enhance levels of female participation.

This Girl Can -

<https://www.youtube.com/watch?v=kCdrJS1ojD8>





**TASK: Research**  
[www.thisgirlcan.co.uk](http://www.thisgirlcan.co.uk) or  
**#thisgirlcan** on social media.

1. What are the key aspects to this initiative that try to encourage females to become more active?
2. How do you think that might be effective?

***TYLF: Find out some statistics regarding female participation in physical activity for before and after the campaign.***

Learn it ...

## Target groups

### Age

As people get older, their participation in sport decreases. This may be due to illnesses, injury, frailty or lack of confidence.



## Know it ...

Watch the video & answer the following questions:

1. How has the sport been adapted?
2. Who is it suited for?
3. What events have they hosted to try and promote the sport?
4. Are there any other factors the organisers have considered when setting this up?

Learn it ...

# Target group

## Socio-economic

- Socio-economic status is defined as “related to the differences between groups of people caused mainly by their financial situation” (Oxford Dictionary, 2018).
- Cost is a barrier for a large number of people.
- Your socio-economic status is defined by the National Statistics Socio-economic Classification.
- Individual’s socio-economic status are rated on a 1-8 scale.
- Those classified as 5-8 (those with lower household incomes) tend to be less active than those classified in 1-4.

## Know it ...

Why do you think people in categories 5-8 tend to be less active?

**THE REAL COST OF COMPETITIVE SPORT**

A BIG PICTURE FORMULA TO CALCULATE WHAT YOU'LL SPEND

- REGISTRATION FEE
- + TRAINING AND CLASSES
- + EQUIPMENT PURCHASE
- + UNIFORMS/COSTUMES
- + COMPETITION FEES
- + TRAVEL COSTS
- + TIME

Think about how much you spend on sports clothing, boots, equipment, gym memberships, travel.

Then think about how many years you have been playing your sport?

# Target groups

## Ethnicity

Some ethnic groups have very low participation levels in physical activity, whereas other ethnic groups show above average participation in sports levels.



E.g. Asian males in international English Football & their representation within Cricket in England.

- Across the whole UK population, 11% of those who participate in sport are from non-white backgrounds.
- Female ethnic minority groups participation in sport is very low. This could be impacted by faith and religion.

[www.sportingequals.org.uk](http://www.sportingequals.org.uk) and look at the different projects.

**What does it do to help the community, facts/figures, advantages/disadvantages, where is it?**





## Target groups

### Disability

- Participation in sport for disabled individuals is less than half the participation of the general population.
- According to Sport England, people aged 16 or over with long-term life-limiting illnesses or injuries, or a disability, have activity levels of 17.2%.
- Funding in elite disability sport has increased in recent years.



### Know it ...

Discussion: There are some instances where people fall into 2-3 of the categories we have mentioned!

Does this provide more difficulty to participate in sport?

# Target groups

Some individuals can fall into multiple categories and therefore face further challenges/barriers to participation.



Ruqaya Al Ghasara, Sprinter from Bahrain

Ruaya Al-Ghasra "overcame the objections of fundamentalists in her village" to participate. She ran with a head scarf and her body fully covered.

LESSON 2 – SPORTS  
DEVELOPMENT  
continuum

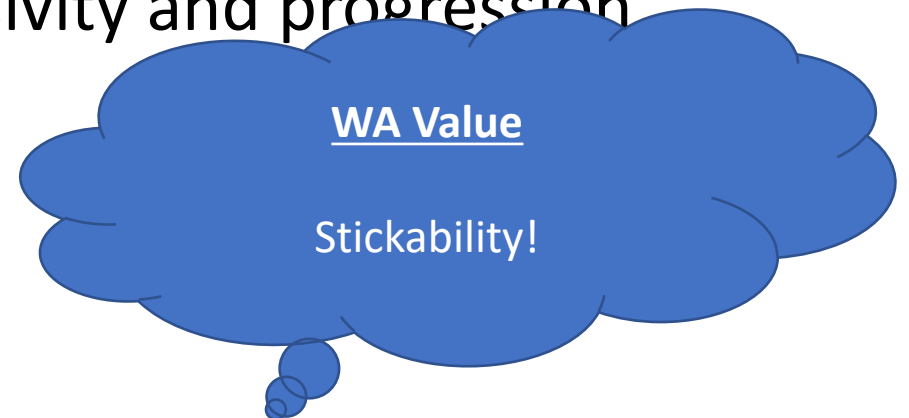
20/06/2022

BIG THINKING QUESTION – what are the 3 principles of sports development?

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# Eden Hazard's Journey

As you watch Eden Hazard talk about his journey from childhood to professional football, consider the following questions:

**If you were told there were four stages of development on the route to becoming a professional athlete, what do you think those four stages are?**

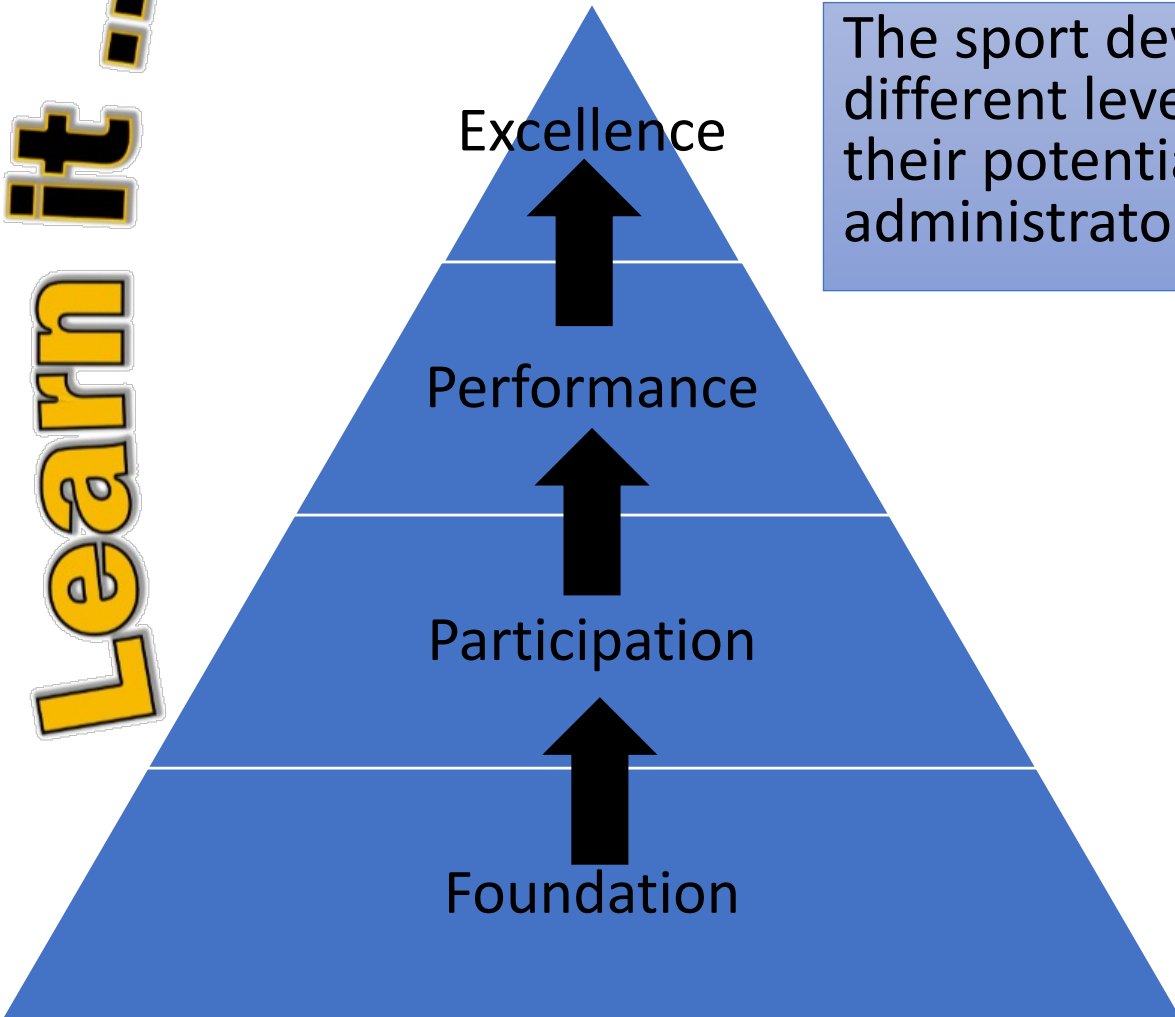
**What would you call each stage? What would a performer at each of those stages be doing?**

Think about your own experiences of sport and consider what Hazard is saying by thinking about every time he career progresses onto what you think is a new “stage”.

<https://www.youtube.com/watch?v=t9fike9Uhzc>

# PRINCIPLE 3: Sport development continuum

Learn it!!!



The sport development continuum is a model that shows the different levels of sport development to help people achieve their potential whether as participants, officials, administrators or high level performers.

Complete your Sport Development Continuum with information about each of the stages in your work booklet. Think about:

- What are the characteristics of performers at each stage?
- How does a performer go from one stage to the next?

# FOUNDATION STAGE

## CHARACTERISTICS:

- Aimed at primary school children or complete beginners.
- Provides basic skill education such as running, jumping, catching, throwing and hitting.
- Provides an introduction to basic rules.
- Emphasis on fun to encourage continued participation.



## MOVING TO THE NEXT STAGE:

- Look at joining a local club or team or joining in with school extra-curricular clubs.

# PARTICIPATION STAGE

## CHARACTERISTICS:

- Aimed at a variety of individuals.
- Focuses more on community sport participation, trying to engage people with more regular activity.
- Participating as a hobby or for fun, fitness or social reasons.
- Taking part in more structured activity within their own time.



## MOVING TO THE NEXT STAGE:

- Performer may be scouted or attend a trial to represent an academy or a regional, county or district team.



# PERFORMANCE STAGE

## CHARACTERISTICS:

- Emphasis is on improving skill level through practice or competition, to enhance overall performance.
- People are this stage may be selected for trials and take up places in academy sport environments, and will be likely to perform in county-level sport.
- Performers are highly motivated.
- Performers have access to good level coaching and facilities.
- Parental support and financial support may be needed to pay for competitions, equipment, travel etc...



## MOVING TO THE NEXT STAGE:

- May be enrolled on a Talent ID programme, scouted for better teams, move up the academy into the first team.

# EXCELLENCE STAGE

## CHARACTERISTICS:

- Aimed at national and international level competition.
- Focuses on developing talented athletes into elite athletes with realistic chances of winning at major international tournaments, such as winning medals at the Olympic Games.
- Performers have high levels of experience and knowledge.
- Performers have very high skill levels.
- They are professionals and are playing for a living or to earn money.
- They will need support from NGB's and sponsors to ensure access to high quality facilities, coaching etc...



# Person descriptors

- In pairs, complete the following table for your partner. Ask and discuss each question!

<b>Decide what level they are at in terms of sporting involvement</b>	<b>How do you think they might progress in terms of their sporting development?</b>	<b>Where in the local area could they go to improve their sporting development/involvement?</b>	<b>What issues might they face?</b>

## **Progression along the continuum**

Talent identification has the important function of helping athletes progress through the sport development continuum. The role of talent identification is, as early as possible, to identify athletes with the potential to progress to an elite level. The criteria that talent scouts use to select athletes varies: some organisations invite athletes from a high-level sporting background and with certain physical characteristics (for example over a certain height) to attend talent camps, while other talent scouts rely on intuition and their own experience of previously identifying talented athletes.

# Comprehension questions

**Answer these questions in your work booklet:**

- 1. What are the four stages of the sports development continuum?**
- 2. Improving skill level through practice or competition is a feature of which stage on the sports development continuum?**
- 3. Explain the difference between the foundation and participation stages on the sports development continuum?**
- 4. Explain the difference between the participation and performance stages on the sports development continuum?**

**Try to do this without using your notes.**

**Peer Mark:**

Using **green pen** and the mark scheme on the following slide, mark your partners answers.

# ANSWERS

1. What are the four stages of the sports development continuum?

Foundation, participation, performance and elite.

2. Improving skill level through practice or competition is a feature of which stage on the sports development continuum?

Performance stage.

3. Explain the difference between the foundation and participation stages on the sports development continuum?

The foundation stage is aimed at complete beginners with the intention of providing basic skill education whereas participation stage is designed to engage more people with consistent and regular activity.

4. Explain the difference between the participation and performance stages on the sports development continuum?

The participation stage focuses on more regular activity whereas performance stage focuses on skill improvement through competition and increased skill development sessions.

# Who suffers from discrimination

- Women
- Ethnic minorities
- Disabilities
- Socioeconomic
- The elderly







# Summer Independent Learning

Unit 22 Sport Business



# Introduction

- Welcome to your SIL. You will be required to complete all tasks in each section.
- Information will be provided and extensive research will need to be carried out.
- In your external assessment in January 2023 you will be required to carry out extensive research into sport business.



# Unit Introduction

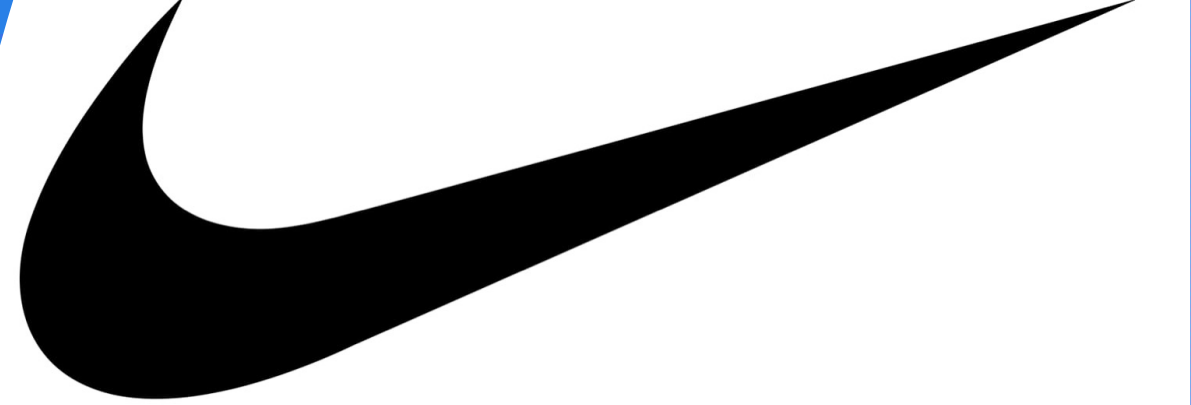
- Sports businesses are always planning for growth and expansion in the availability of services, facilities and products. This unit looks at the skills needed to work in business, how sports businesses are organised and what makes a successful business. Areas of work could include professional sport; private, public and voluntary sports clubs, arenas, stadiums; community and active leisure programmes; the sporting goods industry; media, print or broadcasting.
- In this unit, you will investigate industry trends, changes and other developments such as technology, to explore how they can affect the performance, and ultimately the success, of businesses. You will use given data and other information to make recommendations on how a business should adapt and develop to take full advantage of market opportunities, while at the same time looking at how to reduce the potential effects of threats and risks. To complete the assessment task within this unit, you will need to draw on your learning from across your programme.
- This unit will help you to make an informed choice as to whether you want to continue your studies to higher education or develop your career in the commercial side of the industry.



# Learning Outcome

## A

- Sport is big business. We are all familiar with products and services of global retailers of sports equipment and clothing, media organisations, premier league football clubs, stadia and arenas, and the many chains of private gyms that have emerged from an increased public awareness of health and fitness.
- Activity 1
- You are to pick one Sport business and analyse why this business is successful. What makes this business successful and why is it so popular?
- 



MYPROTEIN



Premier  
League

# Activity 1





## Information

- Many sports businesses are small, employing just a few people- Often a single manager must have all the business skills that in a larger business would be spread across several departments. Consider these smaller types of businesses and how many you have encountered.

# REPORT

## Activity 2



Research Task



You are required to research the below key terms providing a description and several sports examples in your work.



Sole Trader



Partnership



Private limited companies



Public Limited companies

Sole Trader

Partnership

**Private Limited** companies

Public Limited companies

Activity 2



# Private Limited Companies

- These are generally smaller businesses organised with shareholders who invest money to buy a share of the company, with a private limited company, the share cannot be bought openly on the stock market but only by coming to a deal with existing shareholders.



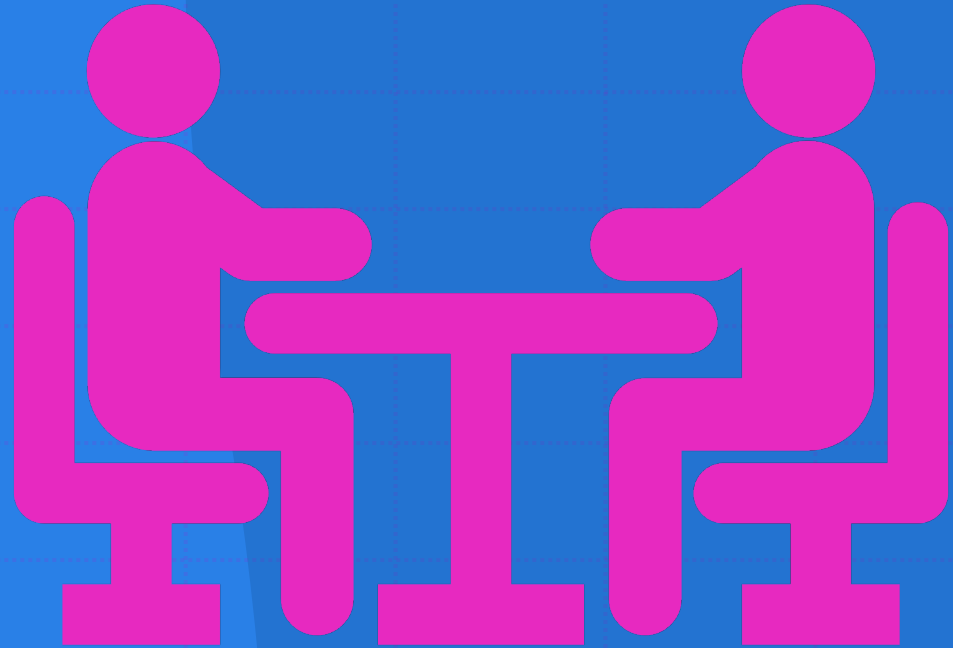
# Sole Trader

- Sole trader is when a person, such as a personal fitness coach ( offering a service) or a small sports shop run by an individual trades as an individual. They will be the decision maker and run the business as they wish, enjoying the profits but also having unlimited liability for any debts.



# Partnerships

- This business arrangement is used when two or more people wish to come together to form a business. They all have to share responsibilities which are written into a contract called a deed of partnership. The partners share the profits but are also liable for any debts.



# Types of Business

Any sports and active leisure business will belong to one of three types:

Private

Public

Voluntary.

# Public Companies.

These organisations have been set up and are funded by the Government. They are intended to function 'at arm's length' from the Government, running their respective areas semi-autonomously, but with funding guaranteed, usually drawn from Lottery services.

Task- Define all the keywords below linking it back to the public sector.  
cost control, value for money, service quality, meeting government standards

# Task Public Sector

Define all the keywords below linking it back to the Public sector.

Cost control-

Value for money-

Service quality-

Meeting government standards-

# Forbes

## Private Sector Businesses

- Privately owned businesses are not owned by local or national governments but are owned by an individual person or by a group of people, potentially up to thousands of them. There are several different ways that a privately owned business can be set up.
- Task- Define all the keywords below linking it back to the private sector.
- making profits, break-even, survival, growth, market leadership, diversification, service provision, strong customer service/satisfaction

# Private sector Task

- Task- Define all the keywords below linking it back to the private sector.
- Making profits-
- Break-even-
- Survival-
- Growth-
- Market leadership-
- Diversification-
- Service provision-
- Strong customer service/satisfaction-





# Voluntary Sector

- Charitable trusts are created for the public good to promote area such as public health, education and relief from poverty. Charitable trusts operate on a not-for-profit basis and, as a consequence, are exempt from most taxes.
- Task- How do voluntary businesses support communities. Provide a description and explanation.

# Voluntary Sector Task

- Task- How do voluntary businesses support communities. Provide a description and explanation.

# Activity 3



IDENTIFY ONE BUSINESS WHICH FALLS INTO THE THREE CATEGORIES LISTED AN THE PREVIOUS SLIDES?

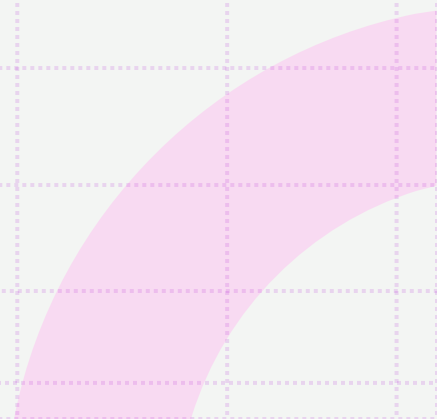


DESCRIBE THE PORPUSE OF THE BUSINESS AND THE IMPACT?



EXPLAIN USING EXAMPLES WHY THESE COMPANIES ARE IMPORTANT TO THE WIDER COMMUNITY?

# Activity 3



# Scope and Size

- **Local-** A local sports business may be a personal training business that aims to help clients lose weight, based in specific town or its surroundings. A business like this is likely to be a sole trader, a partnership or a private limited company
- **National-** A national sports business or organisation is one that operates throughout a particular country. An example is Sport England which is tasked with promoting physical activity throughout England. At national level and above, a business is unlikely to be a sole trader or partnership.



# Scope and Size

- **International-** An International business trades across International borders, for example, most Premier League Football Clubs sell merchandise to fans in different countries.
- **Multinational-** A multinational business has assets and activities in at least one other country other than its home country. For example, Nike has manufacturing and retail outlets around the globe.



# Size of Business

- The size of a business generally refers to its total number of employees.
- Micro- Up to 9
- Small- 10-49
- Medium- 50-249
- Large- 250+



# Activity 4

Complete the table below from information gathered from the previous slides

Category of business	Number of employees	Example



# SMART Targets

- All businesses in this industry will want to increase participation, raise awareness and meet current trends. But the businesses are likely to have other aims and objectives, too, and these will vary from sector to sector and be used to help judge whether or not the business is successful.



# SMART

Abbreviation	Meaning	Example
Specific	They say exactly what they mean.	To increase the profit margins for the business.
Measurable	You can prove that you have reached them.	To increase profit by 20%
Achievable	They are actions you can in fact achieve.	To increase the business profit margin by employing increased service provision with a strong customer service focus.
Realistic	You will be able to achieve them but will be challenging.	The increase in profit must be manageable- 100% in 2 months is not achievable.
Time- Constrained	They have deadlines	To reach the target by the end of the next financial year

# Private sector

- The fundamental aim of any private business is to make money for its owners or shareholders. But the circumstances that the business finds itself in will affect the aims and objectives that it chooses in order to try and achieve this.
- Making Profit- Successful companies will end their year with a gross profit figure, which is income from sales minus any costs incurred in creating the goods or services they have sold. A better figure to use is net profit as that is the amount which is left over after deducting all costs. Private sector companies require higher net profit as this will not only define the success of their company, but it determines how much:
  - Can be taken as earnings by the owner
  - Will go to shareholders
  - Will be reinvested in the business



# Activity 5

You are now to use SMART targets to design a business plan. You are to create a business but this must be done using SMART targets.



# Activity 5

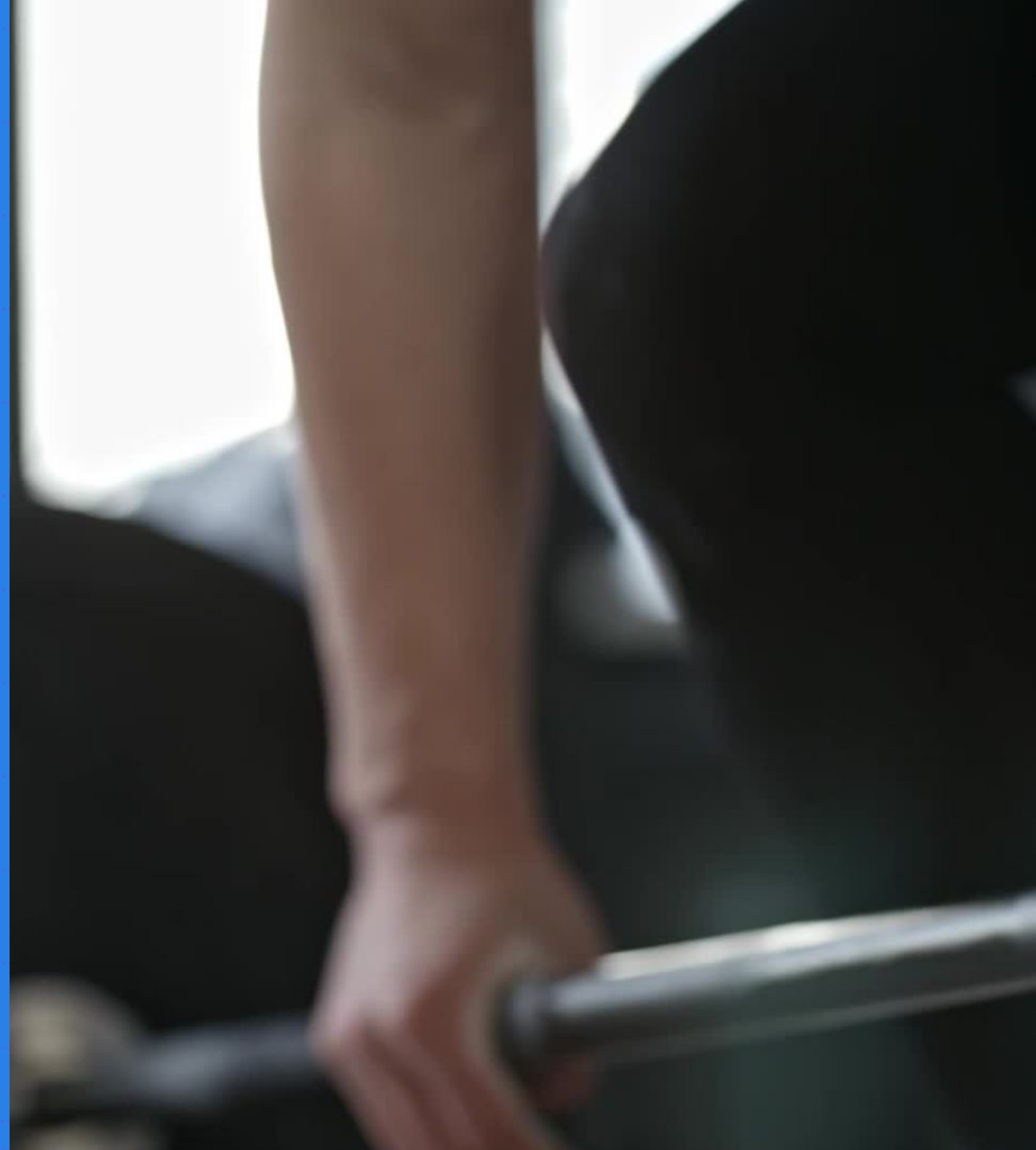
# Provision of Sports facilities, programmes and services

- Public sector funded facilities, programmes and service are paid for by local and national government out of taxes and through additional funding such as the National Lottery. Large multi-use facilities such as leisure centres, outdoor pitches and swimming pools are designed for the wider public use.



# Programmes to promote participation.

- These are programmes to increase a person's fitness levels, help them to lose weight or simply encourage greater social interaction, but will have potential health benefits.



# Provision of Sports facilities, programmes and services

- Many sport businesses have different provisions and services offered. These are categorised into seven sections:

Health and fitness programmes

Educational/school programmes

Sports programmes

Swimming Programmes

Programmes to enable demand

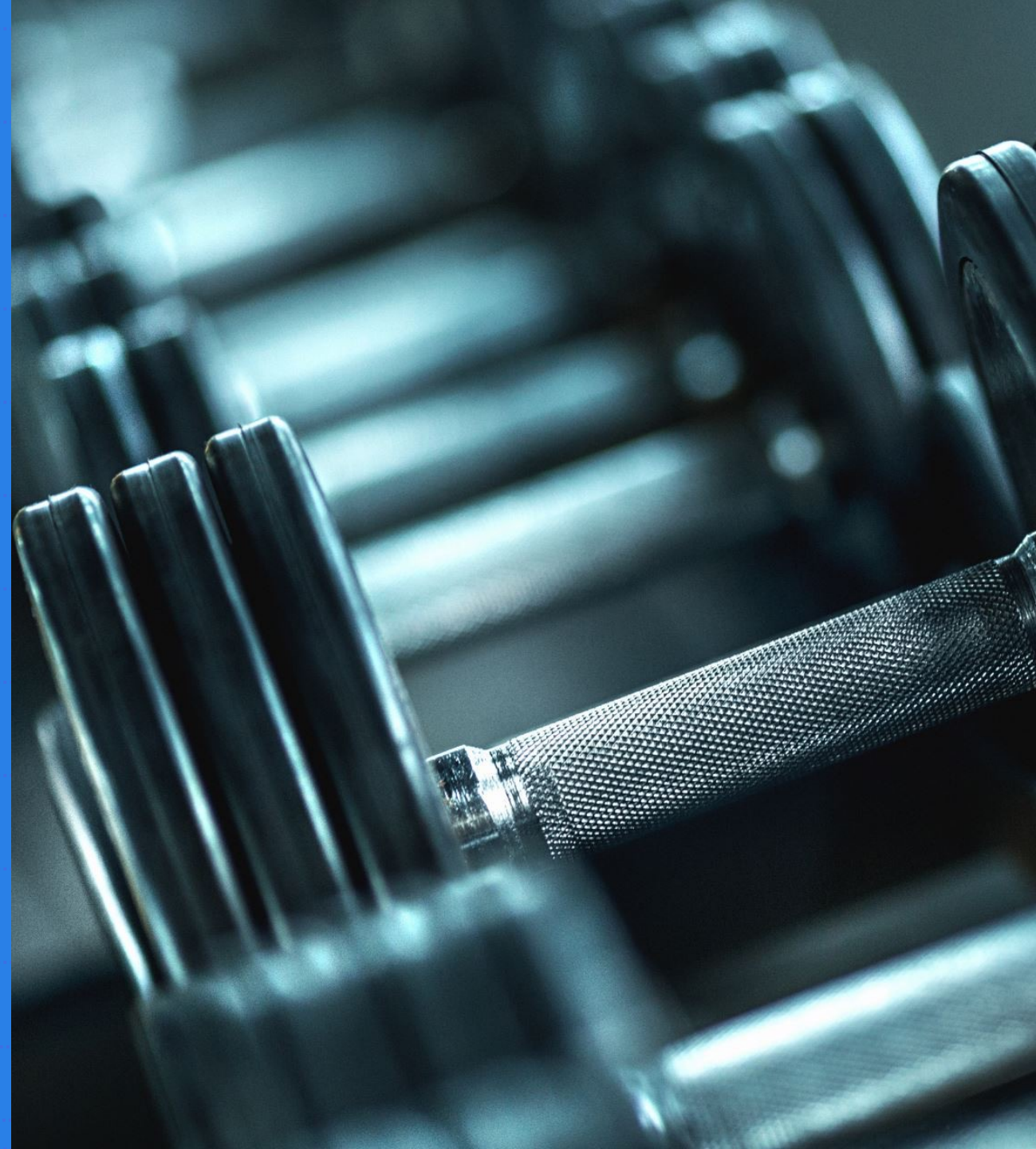
Programmes to serve specific groups.





# Programmes to Promote Participation

- Health and Fitness Programmes
- These programmes increase a person's fitness levels, help them to lose weight or simply encourage greater social interaction, but all will have potential health benefits.
- Activity 6
- You are to research the different types of programmes for each. You must provide examples and relate to sports business.
- Individual Training/Group Exercise activities/Water Based activities
- 



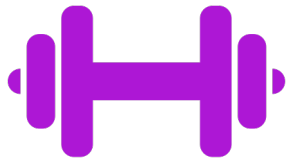
# Activity 6

Individual Training

Group Exercise  
activities

Water Based  
activities

# Programmes to promote participation



These are programmes to increase a person's fitness levels, help them to lose weight or simply encourage greater social interaction, but will have potential health benefits.



Activity 7



The Education/schools programmes play a massive part in keeping people active. You need to look at The Physical Education in schools and see how this is run and where the funds are from.

# Activity 7

- The Education/schools programmes play a massive part in keeping people active. You need to look at The Physical Education in schools and see how this is run and where the funds are from.



# Research Task

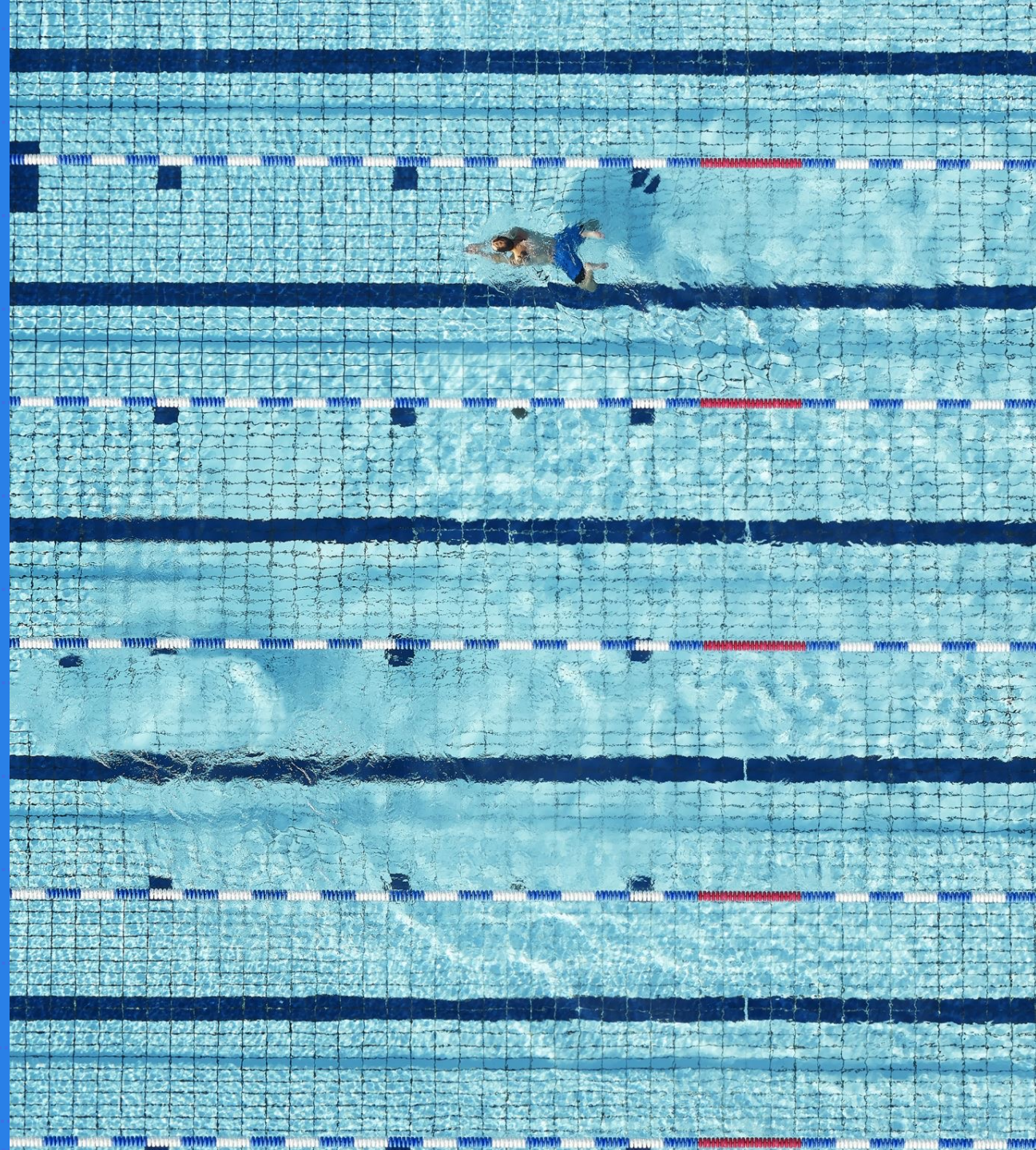
- Activity 8
- You are to research the different types of programmes for each. You must provide examples and relate to sports business.
- Gym Programmes
- Swimming Pool Programmes
- Programmes to Serve Specific Groups
- 



# Gym Programmes



# Swimming pool programmes



# Programmes to serve specific groups





# Services

- Many sports businesses are set up specifically to provide a service, such as instruction or sports injury treatment., but other businesses can increase their attraction to possible customers by arranging for these services to be offered within their facilities, too, either by using their own staff or by 'contracting in' one of the businesses set up to specialise in this area.



# Instruction

- No matter what the sport or activity, there is usually potential for a business to deliver instruction in it. For example:
- A running coach might give advice on gait analysis to improve running.
- An indoor climbing business might employ people to reach customers how to climb safely.
- The instruction could be provided on a one-to-one basis by a sole trader, offered as an extra service by private business.





# Therapeutic Services

- Physiotherapy and sports injury treatment is offered through the NHS via your GP, this is free when you get it, but there will be a waiting period of days or even weeks for an appointment, So, many public and private sport and active leisure businesses will offer there services.
- These appointments can usually be expensive and the people providing these services work both for public and private sector.

# Customer Service

- Customer service is important for all businesses regardless of whether they are public or private, a big or small company, or a sole trader.
- Good customer service can range from the welcome desk at the facility providing efficient and friendly welcome, to any issues being followed up promptly and resolved.



# Additional Factors

- One way that a business can distinguish itself from its competitors is to offer additional facilities such as:
- Refreshments
- Car parking
- Changing areas
- Lockers
- Creche



# Question 1

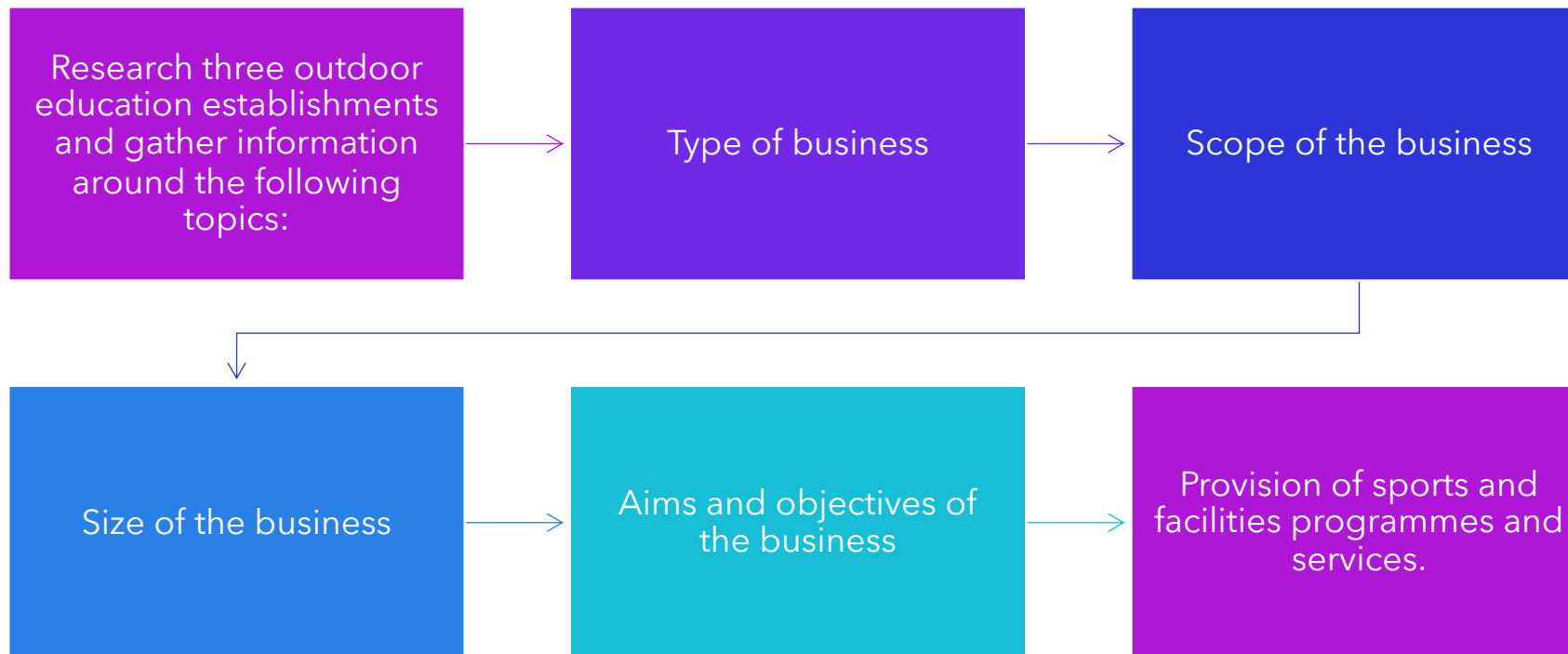
- The set task questions are the same every academic year. The only thing that changes is the type of business. You will need to carry out extensive research so you can compare and contrast your researched businesses to that given by the exam board. You will have four hours to complete your research and you can take the notes in with you.



# Example of Question 1 Part A

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:	<ul style="list-style-type: none"><li>• business operations</li></ul>
	<ul style="list-style-type: none"><li>• facilities</li></ul>	<ul style="list-style-type: none"><li>• products and services</li></ul>	<ul style="list-style-type: none"><li>• demographics.</li></ul>	

# Question 1 Task





# The Outdoor Education Company

# The Outdoor Education Company

# The Outdoor Education Company

# The Outdoor Education Company

# PGL Activity Centres

# PGL Activity Centres

# PGL Activity Centres

# PGL Activity Centres



Go Ape

Go Ape

Go Ape

Go Ape

# Part B

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

Managing Director

Responsible for:

Finances and payroll

Staff training

Marketing

General bookings of all activities

Full-time staff (x3)  
Seasonal staff

(depending on demand)

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.

# Part B

## 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

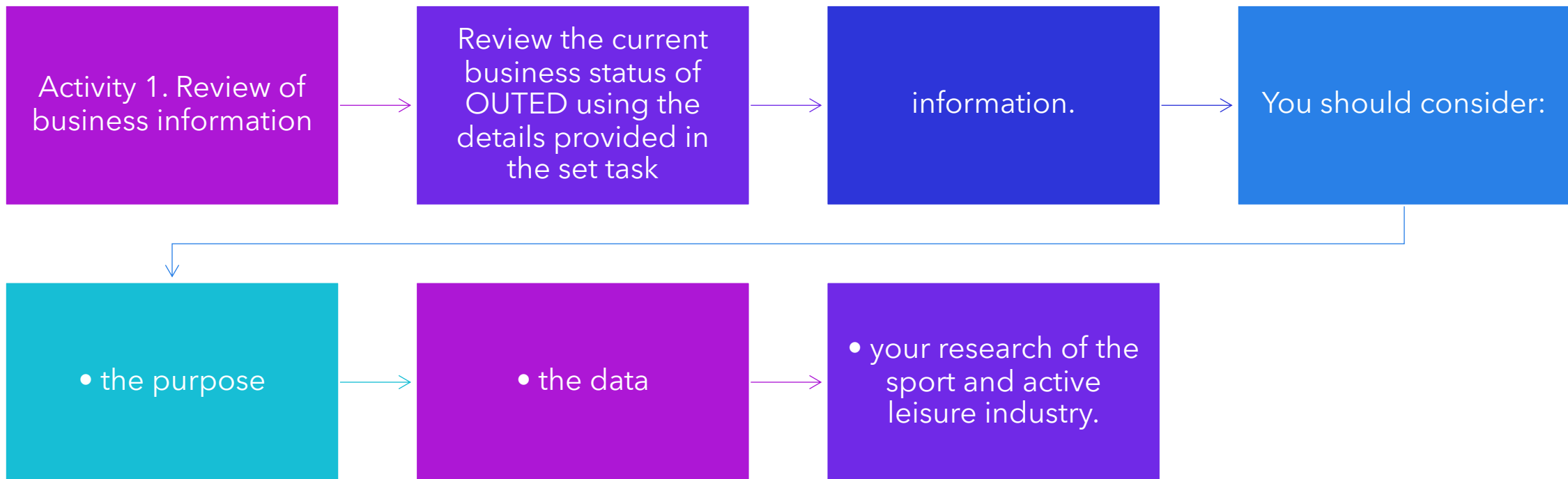
hostel that charges £20.00 per person, per night and works with OUTED to offer a 10%

discount for any group bookings (over 10 people). The youth hostel only accommodates

25 people.

Products and services

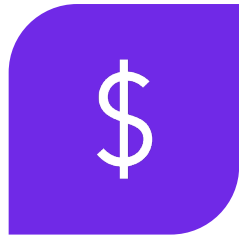
# Question 1



# Important Information



IN THIS QUESTION YOU WILL HAVE TO REVIEW THE BUSINESS OUTED LOOKING AT ALL THE RELEVANT INFORMATION AND LINKING IT BACK TO EVERYTHING YOU HAVE LEARNT IN THIS SIL.



YOU NEED TO IDENTIFY THE TYPE OF BUSINESS E.G. IS IT A SOLE TRADER, PRIVATE LIMITED ETC THE SIZE OF THE BUSINESS ETC.



YOU THEN MUST LOOK AT THE ADVANTAGES AND DISADVANTAGES COMPARING IT TO YOUR THREE COMPANIES YOU HAVE RESEARCHED,



THERE ARE 16 MARKS AVAILABLE IN THIS QUESTION.



GOOD LUCK



# Answer for Question 1

# Answer for Question 1

# Answer for Question 1

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# Answer for Question 1

# Answer for Question 1