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To be opened on receipt

AS GCE LEISURE STUDIES

G182/01/CS Leisure Industry Practice

PRE-RELEASE CASE STUDY

JUNE 2019



INSTRUCTIONS TO TEACHERS

- This Case Study **must** be opened and given to candidates on receipt.

INFORMATION FOR CANDIDATES

- You **must** make yourself familiar with the Case Study before you sit the examination.
- You **must not** take notes into the examination.
- A clean copy of the Case Study will be given to you with the Question Paper.
- This document consists of **4** pages. Any blank pages are indicated.

World of Leisure

World of Leisure provides a range of leisure activities all under one roof. Now a national business it was established in the north west of England, but has grown through expansion and more recently a takeover of another leisure provider.

Each World of Leisure location has identical facilities and activities at its six locations which include:

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- indoor roller skating
- laser quest
- ten pin bowling
- trampoline park
- soft play area
- restaurant, café and bar
- function rooms
- car parking.

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Owned by Aarav Kota and his partner James Marshall, World of Leisure was planned as a one stop venue for leisure. Year on year they have added extra facilities and new leisure activities as these became popular. The addition of the function rooms, bar and restaurant has allowed Aarav and James to expand their target market. Aarav thinks they should add a gym and fitness classes to their product portfolio, James does not think this is a good idea as it changes their profile away from leisure. They have agreed to do some research in the locality to find out what people think.

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Leisure is a very competitive market, and as the area they operate in is urban, there is competition from other providers such as cinemas, leisure centres and swimming pools. All six of the World of Leisure facilities are located out of town on retail parks. Although these are serviced by public transport, most customers use their own transport to get to the facility.

The demand for the facility is seasonal, with the busiest period being during the school holidays. Schools are one of the primary customers, using the different facilities as their annual school trip. Many local schools are repeat customers. The facility opens at different times each day. (Fig. 1). Aarav and James both recognise that the facilities are underutilised and it is something they need to address.

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Aarav and James see the benefit of using quality systems, and are looking for a system that would suit their leisure organisation that could be implemented across all of its six locations.

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As with any leisure organisation World of Leisure has to follow health and safety legislation to ensure that their staff and customers stay safe. World of Leisure undertakes all of the usual safety checks and risk assessments as specified by law, along with the implementation of all other legislation relevant to running a leisure organisation.

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Aarav and James both love technology and have an excellent website, through which 90% of customers make their bookings. The website contains all of the necessary information, along with positive reviews of previous customers. Following a visit they use an email questionnaire in order to gain feedback from customers, this is the only method they use in order to gain feedback on the organisation.

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They are also active on social media, with a part-time member of staff employed, with the sole remit of keeping their media profile current and in the public eye. Along with this they also

use the local free newspapers as a means to advertise, and direct marketing as their main promotional techniques.

The initial location in the north-west of England is now looking a little run down and shabby. Aarav thinks they should just close the facility and refurbish it, however James believes they should review their financial position first to ensure this is viable.

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World of Leisure	Opening Times
Monday	2.30pm–11pm
Tuesday	2.30pm–11pm
Wednesday	2.30pm–11pm
Thursday	2.30pm–11pm
Friday	2.30pm–11pm
Saturday	9am–11pm
Sunday	10am– 4pm

Fig. 1 Opening Times

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