## Unit 13: The Sport and Leisure Industry

**Unit code:** M/601/1878  
**QCF level:** 4  
**Credit value:** 15

### Aim

This unit gives learners an understanding of the sport and leisure industry, the environment in which it operates and its range, growth and development.

### Unit abstract

In this unit learners will examine the expansion and influence of the sport and leisure industry over the last ten years, as well as the relationships between the different partners within the industry.

Learners will gain an understanding of the meaning of sport and leisure, participation trends and explanations for differences in participation. They will consider the structure of the leisure industry including the private, public and voluntary sectors. Learners will also consider the impact of time distribution on sports participation, the economics of professional team sports and measurement of performance.

Learners will be expected to look at how the political environment influences the sport and leisure industry, as well as the role of both government and government agencies. Learners will also evaluate the implementation of government policy at a local level. Learners will explore the significance of key impacts and current issues that affect the sport and leisure industry using relevant economic, social, cultural and environmental theories. Learners will be expected to prepare management strategies to meet these impacts and issues at a local level.

### Learning outcomes

On successful completion of this unit a learner will:

1. Understand the growth and influence of the sport and leisure industry
2. Understand how sport and leisure is provided
3. Understand the role of government and the political environment in the sport and leisure industry
4. Understand key impacts and current issues that affect sport and leisure.
Unit content

1 **Understand the growth and influence of the sport and leisure industry**

*Sport and leisure industry:* facilities and activities; outdoor and indoor; minority sports; professional clubs; entertainment; hospitality and exhibitions; fashionable sport and leisure and trends in sport and leisure; commercial and private providers; professional sport; cinemas and theatres; exhibitions; health clubs and spas; sports merchandise; voluntary eg local sports clubs, drama groups; public eg local authority leisure, national stadia, venue, parks and events, schools and specialist sports colleges, further education centres of excellence, government organisations, other agencies and providers

*Growth, expansion and influences:* age; gender; socio-economic group; lifestyle; geographical location; disability; health status; governmental imperatives; improved choice; health clubs; specialist activities; purpose built facilities; educational eg new sports colleges and centres of excellence; events management; recreation, arts and entertainment; outdoor activities; adventure tourism; sports development policy and planning; consumer consumption; lifestyle; national governing bodies; sector skills councils; sports councils to reflect national government policy on sport and associated areas eg fitness, elite training, facilities, services (growth of youth academies for different sports, lottery funding, professional bodies); use of appropriate data sources

2 **Understand how sport and leisure is provided**

*Organisation:* funding; objectives; structure; significance of commercial, voluntary and public provision; relationships between the providers; funding similarities; commercial activities (by public providers, voluntary providers); community activities (by commercial providers)

*Management:* lines of communication within and external to the organization; structure eg hierarchical; management by objectives; scientific management; autocratic; democratic

*Mission, values and objectives:* concept of corporate vision; mission statements; equality of access and opportunity eg women and disabled participants; profits and market share; sales; level of service; customer friendly; key legal responsibilities to the consumer and employee (health and safety, data protection); ethical and environmental practices; other stakeholders; setting industry standards; management training for different aspects of the sector eg National Occupational Standards

3 **Understand the role of government and the political environment in the sport and leisure industry**

*Role:* governmental departments and their relationships eg education, health; social inclusion; health; obesity in school children; crime prevention; widening participation; central government policy in sport and leisure; local authority strategies; implementation and success; government targets; quasi-governmental institutions; government sponsored bodies; major event planning
Policy: policies eg support and priority for sport and leisure, economic growth, full employment, inflation, health, social inclusion, inner cities, crime rates, new sports colleges, centres of excellence

Local authority: discretionary power to provide sport and leisure activities to improve health; accessible facilities for different community groups eg age, culture; sports development policy and implementation

4 Understand key impacts and current issues that affect sport and leisure

Impacts: economic eg influence on the growth of other sectors within the economy, seasonality, generation of revenue; social and cultural eg income and employment, quality of life, health and wellbeing, anti-drug, anti-crime, education and lifelong learning, regeneration of communities, achievement in school, work-life balance, transport, use of non-work time, increased leisure time, higher leisure spend, greater provision by local authorities, improved choice, value for money, unemployment trends, barriers to participation (age, gender, disability); environmental eg pollution, land use, energy conservation, planning and land use, brown field sites versus green field sites, loss of school playing fields, sustainable transport links, waste management, recycling.

Issues: economic; health of the nation eg obesity; media coverage and influence on participation; development of national stadia; hosting of major games; work-life balance/leisure time

Strategies: strategies eg for economic, environmental, social, cultural impacts; increased participation eg Active Participation survey; improve revenue and facilities; policy planning and management structures; marketing events and activities; open days; access for specialist sports, activities and events
## Learning outcomes and assessment criteria

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<thead>
<tr>
<th>Learning outcomes</th>
<th>Assessment criteria for pass</th>
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<tbody>
<tr>
<td><strong>On successful completion of this unit a learner will:</strong></td>
<td><strong>The learner can:</strong></td>
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<tr>
<td>LO1 Understand the growth and influence of the sport and leisure industry</td>
<td>1.1 discuss different types of sport and leisure providers</td>
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<td>1.2 analyse the growth, expansion and influence of the sport and leisure industry over the last ten years</td>
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<td>LO2 Understand how sport and leisure is provided</td>
<td>2.1 discuss the mission, values and objectives of selected sport and leisure providers</td>
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<td>2.2 review the organisation, governance and management of selected sport and leisure providers</td>
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<td>2.3 analyse the organisation of selected sport and leisure providers</td>
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<td>2.4 discuss how selected local sport and leisure providers meet the needs of the community and predict future trends and possible changes</td>
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<td>LO3 Understand the role of government and the political environment in the sport and leisure industry</td>
<td>3.1 analyse the role and inter-relationship of government departments with a remit that includes sport and leisure</td>
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<td>3.2 analyse current government policy and its effect on the sport and leisure industry</td>
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<td>3.3 evaluate the implementation and success of government policy and local authority strategy in a selected locality</td>
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<td>LO4 Understand key impacts and current issues that affect sport and leisure</td>
<td>4.1 discuss current issues that affect sport and leisure</td>
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<td>4.2 produce strategies to manage sport and leisure issues and impacts</td>
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Guidance

Links

This unit has links to the following units in the BTEC Higher Nationals in Sport and in Sport and Exercise Sciences:

- Unit 9: Principles of Sports Coaching
- Unit 10: Applied Sports Coaching
- Unit 11: The Evolution of Sports Development
- Unit 12: Managing Sports Development
- Unit 18: Sport and Society.

This unit also has links to the Level 4 National Occupational Standards (NOS) for Sports Development.

Essential requirements

There are no essential requirements for this unit.

Employer engagement and vocational contexts

In order for learners to fully explore the organisation of the sports industry in the UK, it is important that they understand the role of key organisations. The internet is the most useful resource here, as this tends to be an ever-changing area. Sports development officers (SDOs) and further education and school sports coordinators would be a good point of contact for information on both local and national sports provision. Learners would benefit from also talking with Community Sports Partnerships coordinators.