



Qualification
Guidance
Syllabus

Level 3 Certificate in Leisure Management

Qualification
Accreditation Number:
600/1266/3
Version AIQ005038

Active iQ

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Level 3 Certificate in Leisure Management

Qualification Accreditation No: 600/1266/3

Introduction

The Active IQ Level 3 Certificate in Leisure Management is at level 3 on the Regulated Qualifications Framework. It is also recognised by The Register of Exercise Professionals (REPs) at level 3, but does not provide access onto the Register. Entry onto the Register is gained via a recognised level 2 fitness instructing qualification

Guided learning hours: 111

Total Qualification Time: 180

Credit: 18

Minimum credit to be achieved at or above the level of the qualification

16

Requirements other than the award of credit which needs to be met before the qualification is awarded:

None

Exemptions:

None

Entry Requirements

There are no specific entry requirements but there is an element of communication (discussing, presenting, reading and writing) involved and learners should have basic skills in communication pitched at Level 2.

Qualification Outline

Target Learners:

Adults (aged 16+) wishing to pursue a career in the Fitness Industry as a manager or supervisor

Health and Fitness organisations with a need to train their staff to an agreed nationally recognised standard with a particular desire to improve both the current industry knowledge of staff and the service they are able to offer their customers.

Individuals currently undertaking the supervisory role in a health club environment who would like to have their knowledge and experience recognised by a formal qualification.

Individuals who are aspiring to supervisory management roles in health and fitness facilities and services, who need to extend their knowledge and develop the relevant skills.

Please note that 16 to 18 year-olds may need to be supervised in the workplace, once they have achieved the qualification.

Aim:

This qualification is designed to provide learners with the knowledge and skills required to deal with the performance of other staff, the well-being and safety of customers, as well as the day-to day operation of a sport and recreation facility.

Progression:

This qualification provides progression to the Level 3 NVQ Diploma in Leisure Management for learners who wish to develop and demonstrate occupational competence in the work place

Learners may also broaden their knowledge and skills by progressing to other Active IQ programmes

Links to National Occupational Standards

There are direct links to the National Occupational Standards in Operational Services and Leisure Management Occupational Competence Statements for Tutoring, Assessing and Verifying

This section outlines the requirements for tutoring, assessing and verifying Active IQ qualifications.

Tutors, Assessors and Internal Verifiers

Required Criteria

All Tutors, Assessors and Verifiers must:

- Possess a discipline specific qualification equivalent to the qualification being taught
- Have relevant industry experience
- Demonstrate active involvement in a process of industry relevant Continued Professional Development during the last two years

Tutors

Tutors must hold, or be working towards a teaching qualification.

The following are acceptable:

- Level 3 Award in Preparing to Teach in the Lifelong Learning Sector (PTTLS)
- Level 4 Award in Preparing to Teach in the Lifelong Learning Sector (PTTLS)
- Level 4 Certificate in Teaching in the Lifelong Learning Sector (CTTLS)
- Level 5 Diploma in Teaching in the Lifelong Learning Sector (DTTLS)
- Certificate in Education

Assessor

Assessors must hold or be working towards any of the following:

- Level 3 Award in Understanding the Principles and Practices of Assessment or
- Level 3 Award in Assessing Vocationally Related Achievement or
- Level 3 Award in Assessing Competence in the Work Environment or
- Level 3 Certificate in Assessing Vocational Achievement , or
- A1 (previously D32, D33)

Internal Verifier

Internal verifiers must hold or be working towards any of the following:

- Level 4 Award in Understanding the Internal Quality Assurance of Assessment Processes and Practice or
- Level 4 Award in the Internal Quality Assurance of Assessment Processes and Practice or
- Level 4 Certificate in Leading the Internal Quality Assurance of Assessment Processes and Practice or
- V1 (previously D34)

All new assessors and quality assurance staff must be given a clear action plan for achieving the appropriate qualification(s) and should be countersigned by an appropriately qualified individual until the qualification(s) are achieved.

Active IQ Level 3 Certificate in Leisure Management

Qualification Structure

This qualification comprises of 6 mandatory units and 6 optional units.

The learner must complete all six units in the Mandatory Group A, plus a minimum of two optional credits from any optional unit(s) for the full Certificate.

Mandatory Group A

Learners must achieve six units from Mandatory Group A (16 Credits).

Unit	Unit title	Level	Credits	Unit accreditation number
1	Understanding how to lead a team in active leisure	Level 3	3 credits	F/503/0778
2	Promoting customer care in active leisure	Level 3	3 credits	K/503/0774
3	Understanding how to manage health, safety and welfare in active leisure	Level 3	3 credits	A/503/0780
4	Understanding the Active Leisure and Learning Sector	Level 3	3 credits	F/600/1758
5	Understanding Employment Rights and Responsibilities	Level 2	2 credits	J/600/0840
6	Continuing professional development in active leisure	Level 3	2 credits	J/503/0782

Optional Group B

Learners must complete a minimum of two credits from any Optional Group B unit.

Unit	Unit title	Level	Credits	Unit accreditation number
7	Understanding financial procedures in active leisure	Level 3	3 credits	T/503/0776
8	Understanding how to deliver objectives through the work of an active leisure team	Level 3	2 credits	A/503/0777
9	Understanding how to supervise facility maintenance in active leisure	Level 3	2 credits	Y/503/0771
10	Marketing in active leisure	Level 3	6 credits	D/503/0772
11	Understanding how to sell services and products to customers in active leisure	Level 3	4 credits	L/503/0783
12	Operating swimming pool plant	Level 3	4 credits	F/503/0988

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Understand the team leadership role in active leisure	1.1 Explain the importance of team leadership in active leisure 1.2 Summarise the responsibilities of a team leader in an active leisure organisation 1.3 Describe different styles of leadership and how they can be applied in different situations
2. Understand the role of emotions and behaviours when leading a team in active leisure	2.1 Explain why it is important for a team leader to be aware of own emotions and the effect that own emotions can have on team members 2.2 Explain why it is important for a team leader to be aware of the emotions of team members and how to respond to these 2.3 Describe how to manage own emotions to achieve a positive outcome when leading a team 2.4 Explain how to manage conflict within an active leisure team to achieve best results
3. Understand the value of diversity within a team	3.1 Explain the importance of taking account of different skill sets and characteristics in a team 3.2 Describe the different types of skills and characteristics that members of an active leisure team may have 3.3 Describe how to make best use of different skill sets and characteristics in an active leisure team
4. Understand the role of communication when leading a team in active leisure	4.1 Explain the importance of effective two-way communication when leading a team in active leisure 4.2 Describe situations in which effective two-way communication is particularly important 4.3 Explain how to use a range of communication techniques when leading a team in active leisure
5. Understand the role of motivating others when leading a team in active leisure	5.1 Explain the importance of motivating others when leading a team in active leisure 5.2 Describe a range of factors that motivate team members when they are working in active leisure 5.3 Explain how to select different ways of motivating others according to the situation and the individuals involved 5.4 Explain what is meant by 'empowerment' and how empowering team members can contribute to team performance 5.5 Describe how to maintain the motivation of team members when the team has experienced setbacks
6. Understand how to provide team members with a sense of direction and common purpose	6.1 Explain the importance of team members having a sense of direction and common purpose 6.2 Explain how to give team members a sense of direction and common purpose 6.3 Describe situations in which a team leader should take direction from a team member
Assessment	Worksheet

Learning outcomes The learner will be able to:	Assessment Criteria The learner can:
1. Understand customer care in active leisure	1.1 Explain the contribution that customer care makes to business success in active leisure 1.2 Summarise the types of customers that active leisure organisations have and their expectations for customer care 1.3 Explain how active leisure organisations establish and maintain customer care standards 1.4 Explain the importance of good team work in delivering customer care in an active leisure environment 1.5 Explain how to promote customer service to other active leisure staff 1.6 Explain the importance of active leisure staff building strong relationships with customers
2. Understand how to respond to customer problems in active leisure	2.1 Summarise the range of problems that customers may experience in an active leisure environment and the appropriate responses to these problems 2.2 Explain the importance of responsiveness, empathy and good communications when dealing with customer problems 2.3 Explain why active leisure organisations have complaints procedures 2.4 Describe different approaches to complaints handling in active leisure organisations
3. Understand the role of monitoring and evaluation in relation to customer care	3.1 Explain the purpose and value of monitoring customer satisfaction 3.2 Describe different indicators and methods of monitoring customer satisfaction 3.3 Explain how organisations can evaluate and make use of data on customer satisfaction
4. Be able to show how an active leisure organisation can deliver and improve customer care	4.1 Research an active leisure organisation's customer expectations in relation to customer care 4.2 Draft customer care standards for an aspect of an active leisure organisation's operations 4.3 Draft customer care procedures for an aspect of an active leisure organisation's operations 4.4 Design a complaints procedure for an active leisure organisation 4.5 Research and evaluate customer satisfaction in relation to an aspect of an active leisure organisation's operations 4.6 Propose ways in which customer satisfaction with an aspect of an active leisure organisation's operations could be improved
Assessment	Worksheet Assignment

Learning outcomes The learner will be able to:	Assessment Criteria The learner can:
1. Understand the requirements for health, safety, welfare and security in active leisure	1.1 Summarise the legal requirements for health and safety that apply to active leisure facilities and services 1.2 Identify the authorities responsible for health and safety in an active leisure environment 1.3 Identify other sources of guidance that apply to active leisure facilities and services 1.4 Explain a manager's responsibilities for health, safety and the safeguarding of children and vulnerable adults in an active leisure environment 1.5 Explain how active leisure organisations develop policies and procedures to maintain health and safety of customers and staff
2. Understand how to manage health and safety risks in an active leisure environment	2.1 Explain the principles of risk assessment 2.2 Summarise a range of health and safety hazards that may occur in an active leisure environment 2.3 Explain how to ensure that health and safety hazards are identified in an active leisure environment 2.4 Explain how to determine levels of acceptable risk 2.5 Demonstrate how to assess a range of risks in an active leisure environment and establish and maintain measures to manage these to acceptable levels 2.6 Explain why it is important to seek advice when there is uncertainty about assessing and managing risk and where to seek such advice 2.7 Describe how to promote health and safety to staff and customers in an active leisure environment and use their feedback to improve health and safety procedures
3. Understand how to manage health and safety emergencies and other incidents in an active leisure environment	3.1 Summarise the types of emergencies and other health and safety incidents that may occur in an active leisure environment 3.2 Describe an active leisure organisation's emergency operating procedures 3.3 Explain a manager's role in co-ordinating emergency operating procedures 3.4 Summarise the reporting and recording procedures that must be followed in the event of an emergency or other health and safety incident 3.5 Explain how to use emergencies and other health and safety incidents to improve normal and emergency operating procedures
4. Understand the requirements for safeguarding children and vulnerable adults	4.1 Summarise the legal requirements that cover the safeguarding of children and vulnerable adults in an active leisure environment 4.2 Explain a manager's responsibilities for safeguarding children and vulnerable adults 4.3 Identify the local and national organisations and agencies responsible for safeguarding children and vulnerable adults and providing guidance on the subject

<p>5. Understand how to manage the safeguarding of children and vulnerable adults</p>	<p>5.1 Summarise the types of safeguarding risks to children and vulnerable adults in an active leisure environment</p> <p>5.2 Summarise an active leisure organisation's policies and procedures for safeguarding children and vulnerable adults</p> <p>5.3 Explain how a manager should respond to concerns about the welfare of children and vulnerable adults using an active leisure environment</p> <p>5.4 Explain why it is important to collect, assess and share information about concerns regarding children and vulnerable adults and when it may be necessary to report concerns to outside agencies</p> <p>5.5 Explain the importance of confidentiality in relation to safeguarding children and vulnerable adults</p>
<p>Assessment</p>	<p>Worksheet Task</p>

Learning outcomes The learner will:	Assessment criteria The learner can:
1. Understand the key features of the Active Leisure and Learning sector	1.1 Describe the Active Leisure and Learning sector's scope and size 1.2 Explain the contribution that Active Leisure and Learning makes to the economy and society 1.3 Explain the role of the Sector Skills Council responsible for Active Leisure and Learning 1.4 Define the main subsectors within the Active Leisure and Learning sector
2. Understand the key features of the Active Leisure and Learning subsector in which they work	2.1 Describe the composition of their subsector in terms of public, private and voluntary organisations 2.2 Analyse the size of their subsector in terms of employment and participation 2.3 Interpret the economic and social value of their subsector 2.4 Explain factors causing change in their subsector 2.5 Explain the essential principles, values or codes of practice in their subsector 2.6 Describe the roles of key organisations in their sector, including any representative and regulatory bodies, trade unions and trade associations 2.7 Explain the links their subsector has with other industries
3. Understand employment and career opportunities in the Active Leisure and Learning subsector in which they work	3.1 Identify sources of information on career progression, training and education 3.2 Describe the main job roles within their subsector 3.3 Describe potential career pathways in their subsector 3.4 Identify what is required to progress in their subsector in terms of qualifications, skills and knowledge, experience and personal qualities 3.5 Explain how skills and knowledge acquired in their subsector could relate to job opportunities elsewhere
Assessment	Worksheet Presentation

Learning outcomes The learner will be able to:	Assessment Criteria The learner can:
1. Know their employment rights and responsibilities under the law	1.1 Describe their rights and responsibilities in terms of: <ul style="list-style-type: none"> • contracts of employment • anti-discrimination legislation • working hours and holiday entitlements • sickness absence and sick pay • data protection • health and safety 1.2 Outline the rights and responsibilities of the employer 1.3 Describe the health and safety legal requirements relevant to their organisation 1.4 Outline the implications of health and safety legal requirements for their own job role
2. Understand documents relevant to their employment	2.1 Explain the main terms and conditions of a contract of employment 2.2 Outline the contents and purpose of a job description 2.3 Describe the types of information held on personnel records 2.4 Describe how to update information held on personnel records 2.5 Interpret the information shown on a pay slip or other statement of earnings
3. Know key employment procedures at work	3.1 Describe the procedures to follow if someone needs to take time off 3.2 Describe the procedures to follow if there is a grievance 3.3 Describe the procedures to follow if there is evidence of discrimination or bullying 3.4 Identify sources of information and advice on employment issues: <ul style="list-style-type: none"> • internal to their organisation • external to their organisation
Assessment	Worksheet

Learning outcomes The learner will be able to:	Assessment Criteria The learner can:
1. Understand continuing professional development and its importance in active leisure	1.1 Explain the term ‘continuing professional development’ 1.2 Explain why it is important for staff in the active leisure sector to continue to develop their knowledge and skills 1.3 Describe an active leisure organisation’s systems to ensure the development of its staff
2. Understand how to take part in continuing professional development	2.1 Explain how an active leisure member of staff can reflect on their own work and ways of improving what they do 2.2 Explain other ways in which an active leisure member of staff can evaluate their own work 2.3 Explain how to plan own professional development 2.4 Explain the contribution that an active leisure organisation’s performance appraisal and development can make to own professional development 2.5 Identify own preferred learning style 2.6 Evaluate different types of learning that can contribute to own development and suit own preferred learning style
3. Be able to take part in continuing professional development	3.1 Evaluate own strengths and weaknesses in a role using evidence of own performance 3.2 Analyse feedback from colleagues, team members and managers on own performance 3.3 Evaluate priority areas for own improvement 3.4 Develop plans for own continuing professional development 3.5 Take part in learning and development activities as part of own personal development plan 3.6 Review and update own professional development plan
Assessment	Worksheet Task

Learning outcomes The learner will be able to:	Assessment Criteria The learner can:
1. Understand an active leisure organisation's business objectives	1.1 Explain the meaning of business, operational and financial objectives 1.2 Describe the financial targets and operational objectives of an active leisure organisation
2. Understand budgeted operational plans in an active leisure organisation	2.1 Explain the key stages of budget preparation 2.2 Identify the information used to prepare a budget 2.3 Explain the components of a budget 2.4 Explain how to identify costs to be included in a budget 2.5 Explain the difference between fixed and variable costs 2.6 Explain what is meant by a simple cash flow budget
3. Understand financial procedures used in active leisure	3.1 Explain the importance of financial procedures in an active leisure organisation 3.2 Explain the following financial procedures used in an active leisure organisation: <ul style="list-style-type: none"> • cash handling and reconciliation • ordering supplies and services • payment authorisation and purchase ledger • petty cash • accounts and records
Assessment	Worksheet

Learning outcomes The learner will be able to:	Assessment Criteria The learner can:
1. Understand how to plan and delegate work for a team in active leisure	1.1 Explain why it is important to be clear about objectives before planning work for an active leisure team 1.2 Describe a range of different methods of planning and scheduling work for an active leisure team so that objectives can be achieved 1.3 Describe the types of issues to consider when planning and allocating work to members of an active leisure team 1.4 Explain why it is important to consult team members when planning their work 1.5 Explain why it is important to be flexible when planning and allocating work for an active leisure team 1.6 Describe how to reallocate work, people and resources when circumstances change, including communicating changes to those affected
2. Understand how to brief a team in active leisure	2.1 Explain why it is important to brief team members on planned work 2.2 Describe the key points that should be covered in a team and individual briefing 2.3 Explain why it is important to show individuals how their work fits into team and organisational objectives 2.4 Explain how to help team members feel comfortable about asking questions and making suggestions when being briefed on planned work 2.5 Compare different methods of motivating and supporting team members to achieve their objectives
3. Understand how to monitor team members' work	3.1 Explain why it is important to monitor team members' work 3.2 Evaluate different ways of monitoring team members' work
4. Understand how to support an active leisure team in its work	4.1 Describe the types of problems and unforeseen events in active leisure for which team members may need support 4.2 Describe the types of support and additional resources team members may need to complete planned work 4.3 Explain how to provide constructive and prompt feedback to team members about their work 4.4 Explain how to log and make use of information on team members' performance
5. Understand how to help team members improve their work	5.1 Explain why it is important to try to improve team members' work 5.2 Explain why it is important to celebrate achievement by team members and to address poor performance 5.3 Describe how to identify team members' learning and support needs 5.4 Describe different ways in which team members' work can be improved
Assessment	Worksheet

Learning outcomes The learner will be able to:	Assessment Criteria The learner can:
1. Understand facility maintenance in active leisure	1.1 Summarise the types of facilities and equipment used in an active leisure environment 1.2 Summarise the legal requirements and industry guidelines that apply to maintaining facilities and equipment in an active leisure environment 1.3 Explain why it is important to maintain facilities and equipment in an active leisure environment
2. Understand how to ensure active leisure facilities and equipment are maintained to appropriate standards	2.1 Explain why it is important for team members to understand and support agreed maintenance standards in an active leisure environment 2.2 Summarise the resources and training that team members need to maintain facilities and equipment in an active leisure environment 2.3 Summarise a range of faults and problems that may occur with active leisure equipment and facilities and the appropriate ways of dealing with these faults and problems 2.4 Explain why it is important to keep accurate records of inspections, maintenance and faults 2.5 Describe an active leisure organisation's standards and procedures for checking and maintaining its facilities and equipment 2.6 Describe the types of external arrangements an active leisure organisation has for the maintenance of its facilities and equipment
3. Understand how to supervise the repair and improvement of active leisure facilities and equipment	3.1 Summarise the types of repair and improvements to facilities and equipment that might impact on normal and emergency operating procedures 3.2 Describe the types of external contracts an active leisure organisation has for the repair and improvement of its facilities and equipment 3.3 Explain the types of arrangements that need to be put in place to minimise disruption to customers and possible health and safety hazards when repairs and improvements are carried out 3.4 Describe what should be contained in a plan of work for repair and improvement of facilities and equipment 3.5 Explain how to monitor repairs and improvements to make sure specifications and plans are being followed 3.6 Summarise the types of problems that may occur during repairs and improvements and how to respond to these
Assessment	Worksheet

Learning outcomes The learner will be able to:	Assessment Criteria The learner can:
1. Understand marketing in the context of active leisure	1.1 Explain the purpose and value of marketing for active leisure organisations 1.2 Explain the components of a marketing mix in the context of active leisure
2. Understand marketing methods in the context of active leisure	2.1 Explain how to identify market segments for an active leisure organisation 2.2 Compare different methods to research customer needs and expectations, including evaluating current provision 2.3 Explain how to identify and prioritise target markets for active leisure services/products based on market research 2.4 Explain the process of developing new, or refining existing, active leisure services/products to meet market needs 2.5 Explain how to assess different promotional methods for appropriateness and cost-effectiveness in an active leisure context 2.6 Explain the importance of evaluating marketing plans and activities
3. Be able to develop a draft marketing plan for active leisure services/products	3.1 Use different research methods to identify the needs and expectations of existing and potential customers 3.2 Select active leisure services/products appropriate to identified market needs 3.3 Identify target markets and marketing objectives 3.4 Plan cost-effective promotional methods, activities, schedules and resources to achieve marketing objectives
Assessment	Worksheet Assignment

Learning outcomes The learner will be able to:	Assessment Criteria The learner can:
1. Understand sales in the context of active leisure	1.1 Explain the importance of sales to an active leisure organisation 1.2 Describe the sales cycle and how it helps to structure and progress sales activities 1.3 Explain different sales methods that are used in the context of active leisure
2. Understand how to sell active leisure services and products	2.1 Explain the difference between proactive and reactive selling 2.2 Explain how to assess maximum and minimum returns and the probability of sale closure 2.3 Demonstrate different verbal and non-verbal listening and questioning techniques suitable for selling face-to-face 2.4 Explain the difference between benefits and features and how to sell them effectively 2.5 Describe the range of behaviours displayed by potential customers and how to manage them effectively 2.6 Explain the importance of offering alternative services/products 2.7 Explain the types of objections that customers may have and how to manage these 2.8 Describe the process of closing a sale
Assessment	Worksheet

Learning outcomes The learner will be able to:	Assessment Criteria The learner can:
1. Understand the systems used to maintain the quality of swimming pool water	1.1 Describe the systems used in swimming pools for: <ul style="list-style-type: none"> • circulation • filtration • disinfection • heating • coagulation • pressure • measuring • control • chemical balance
2. Understand how to monitor and maintain swimming pool plant	2.1 Explain the tests and checks that need to be carried out on swimming pool plant 2.2 Demonstrate how to record the results of the checks and tests carried out on swimming pool plant 2.3 Describe the significance of pool pressure readings in the filtration process 2.4 Describe a range of possible faults with swimming pool plant that may cause variations from recommended conditions, and how to respond to these 2.5 Describe routine (daily/weekly) maintenance procedures to swimming pool plant
3. Understand how to maintain the quality of swimming pool water	3.1 Explain the importance of maintaining the quality and temperature of swimming pool water 3.2 Describe the checks and tests that need to be carried out to maintain the quality of swimming pool water and how to carry these out correctly 3.3 Describe how to record the results of tests and checks on swimming pool water 3.4 Explain how to respond to results that are outside of recommended ranges
4. Understand how to work safely with the chemicals used in swimming pool plant operations	4.1 Explain the purpose of a range of chemicals used in the treatment of swimming pool water 4.2 Describe the hazards involved in working with swimming pool chemicals, and their related risks 4.3 Describe the legal requirements and best practice guidelines that cover the types of chemicals used in the operation of swimming pool plant 4.4 Explain how to store, handle and use swimming pool chemicals safely, including the use of personal protective equipment
5. Be able to carry out routine (daily/weekly) maintenance procedures to swimming pool plant	5.1 Carry out a backwash of pool filtration systems in line with manufacturer's instructions and local written procedures 5.2 Clean pump strainer baskets in line with manufacturer's instructions and local written procedures 5.3 Complete all records relating to the achievement daily/weekly maintenance procedures
Assessment	Worksheet Formative observation/ witness testimony

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