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BOUNCE INTO FITNESS

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BUSINESS PLAN AND PROMOTIONAL RESOURCES

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1.0 Introduction

Our project is Bounce into Fitness (BIF). This is a trampoline exercise scheme which will be unique to the area of Swansea and will take place at Xercsie4Less, located in Parc Tawe Retail Park. This is central to the Swansea area and has easy access and free parking for customers. The trampoline sessions will cover female, male and ethnic minority specific sessions for 18+ years. This is because they are underrepresented groups and statistics from Sport Wales (2018), shows that only 41% of females participate in physical activity on a regular basis (see appendix 1). In Swansea, the average number of people participating in sport in the area is 67,000 which is only 34% of the population (Sport Wales, 2019) (appendix 2). Sport Wales run numerous initiatives to help improve and increase these figures and am sure they would support our own unique initiative as there is no other exercise class like us in Wales. We will market our sessions through social media pages (Twitter, Instagram, Facebook and LinkedIn), posters, flyers and leaflets which can be found in the appendices. Using social media is a good way of connecting with the people of the modern world because studies from Gargioni (2017) shows that Facebook alone, has 2.2billion viewers every month.

Following our successes, we will be hoping to expand into the remaining regions of Wales and hopefully expand our sessions further to local schools and more community centres, to make the session more readily available for people to attend. Finally, we will aim to produce sessions which are disability specific and inclusive with larger trampolines or more specialised equipment if needed.

2.0 Business form

Bounce Into Fitness (BIF) is a Limited company; limited companies are a general form that limits the amount of liability undertaken by the shareholders in the company (Hayes, 2019). The assets and debts in a limited company are kept separate from the shareholders, therefore if financial stress because of normally activity does happen then the personal assets of the shareholders will not be at risk of being seized.

BIF will be a private limited company (LC) as it cannot offer shares of the company to the general public, this is one of the most common set-ups for a small business. One main advantage of this type of company is that shareholders are only legally

responsible to extent of their original investment (debitoor, 2020). LC are attractive to new business owners as there is less administrative paperwork, there is no loss of power to a board of directors and there is no requirement of annual general meetings for shareholders (Staub, 2020)

3.0 Business activity:

This business is a fun exciting exercise class, that involves small trampolines with a safety bar attached that aims to provide high quality exercise/fitness sessions by bouncing. The class entails of a fun filled, different intensity workout, with disco themes music and lights, it also has a variety of classes such as female only, male only, and mixed gender classes. There will be different classes for different intensity such as beginner to intermediate to advanced.

The sessions will take place in Exercise4less gym in Swansea Parc Tawe, sessions will take place multiple days and times of the week. The sessions will take place on a Wednesday evening and Friday morning with the potential to expand to more days and times slots available if the classes become busy. Wednesday will consist of women only at 18:30, mixed gender at 19:15 and male only at 19:55, Friday will consist of female only at 10:00am, mixed gender at 10:45am and male only are 11:20am. This is the best suited gym as it has a high-quality fitness studio with mirrors and potential storage space available.

The service will provide 40-minute sessions including a 5-minute warm-up, 30-minute main session and 5-minute cool-down and stretching. The main session will include a variety of exercises at different intensity for example slow and steady to a short power bounce. It is a full body cardiovascular workout, whilst also helping gain muscle, balance and co-ordination.

3.1 Benefits of trampolining

The aim of this class is to provide many new opportunities and it also provides many benefits as stated from three sources RedBull (2018), David, (2020) and Naomi (2019), the benefits are listed below:

- Burn fat quickly

- Boosts metabolism
- Reduce stress levels
- Fun and modern classes
- Improves cardiovascular and immune system

There are many benefits that will appeal to our women clients in particular, such as:

- Helps reduce cellulite
- Improve balance and posture
- Reduces fatigue and menstrual discomfort
- Reduces varicose veins
- Helps tone muscles

4.0 Aims:

- ✓ Most importantly we want to provide high quality exercise sessions that are fun, and the participants feel enjoyment when they are exercising with us.
- ✓ One of the main aims of Bounce into Fitness is to expand the business to brand out to other areas and community to reach a wider population.
- ✓ The main population group which we are setting out to reach is women 18+ as we need to try and get them into a active lifestyle for life, therefore joining a fitness class can become a hobby and a routine you get used to and enjoy doing.
- ✓ We also aim to broaden our participation platform and get school children trying our classes, we will give taster sessions in schools to see how successful it is, and potentially offer a partnership deal with the schools for us to go in and give sessions to the children on a monthly or termly bases.

4.1 Objectives:

1. To reach our target market of young women attending our classes.
2. Have full or near full attendance in all sessions.
3. Sell 50% of merchandise within first 3 month.
4. To expand to other areas e.g. more gyms, community centres, other areas
5. Work with national governing bodies to target female participation in disadvantage areas and ethnic minority groups.

4.2 Unique selling point

- Disco themed lights and music
- App will be available to track your bouncing
- Wide variety of BIF merchandise available
- Female and male only classes available
- Only trampoline fitness class in Swansea

4.3 Celebrity Endorsement

Come and meet Wales' very own, Love Island Star, Tom Powell at our celebrity bounce once a month. Celebrity endorsement is a good way of marketing your product or service because it puts a face to your company that people can familiarise themselves with someone who is a celebrity and possibility of photoshoots post-sessions (Business Dictionary, 2020). Please refer to appendix 3 to see our poster for Tom Powell's 'Bounce with a star' session held monthly (Gargioni, 2017).

5.0 Competitors:

5.1 Boogie Bounce (appendix 4),

Boogie Bounce is similar to BIF as the exercise sessions take place on mini trampolines with a safety bar. A strength of Boogie Bounce is that it is a well-known business, making them a major national competitor, this is a strength because their company expanded from 1 class to 13 countries with over 3000 instructors.

A weakness for Boogie Bounce is, due to there being so many instructors, each instructor does not get given recognition. This is a goal of Bounce into Fitness to expand their company to reach a wider audience all over the nation (Boogiebounce, 2020).

5.2 Limitless Swansea (appendix 5)

Limitless is a trampoline in Swansea which is the same location as BIF, however the difference is that Limitless only has large trampolines so an exercise class would be different to BIF.

This can be seen as a weakness as exercising on large trampolines can be difficult for older population as they do not have safety bars which could be essential for the older population.

A strength is that it can hold a large number of participants due to it being a large facility, it also appeals to children as an audience which generates more income. In comparison, BIF would like to reach the same large audience that Limitless is able to sustain (Limitless, 2020).

6.0 Our business - SWOT

Situation analysis in which internal strengths and weaknesses of an organization, and external opportunities and threats faced by it are closely examined to chart a strategy. SWOT stands for strengths, weaknesses, opportunities, and threats. (Business dictionary, 2020).

Strengths

- Financially stable due to grants
- Accessibility
- Range of classes
- Storage for equipment
- Location (parking, city centre)
- No other competitors in Swansea
- Other competitor is not similar to our type of session

Weakness

- Potential competitors/ others copy
- Room may become booked in Exercise4less
- Limited number of people can fit in studio
- Will have to pay booking room fee to Exercise4less

Opportunities

- Reach wide range of participants
- Expand to other areas in Swansea
- Expand to more areas within Wales

- Hire more coaches to run more classes
- Work in partnerships with schools to run classes for children

Threats

- Competitors
- Participants do not come to session
- Merchandise does not sell
- Lose money from no clients

6.1 Competitive advantages:

A strength to this company is that it is in Swansea which has no other small trampoline exercise classes, this is a strength as it will be seen as new and modern and will create and want and demand for local people. The location is also a advantage due to it's accessibility from all forms of transport and parking but also the availability for storage for the equipment if it is needed. As it is an original name, the company will also have to look into getting copyrights in place.

Weaknesses that need to be worked on to make sure the company is successful is, the room availability as being potentially booked by others, to avoid this happening Bounce Into Fitness will have to book a large slot of the regular time needed for their sessions, booking in advance will provide certainty that we will not have to encounter this issue. Limited number of participants in each class due to studio size, to deal with this weakness we will have to wait and determine the average attendance number for each class and if it is close to filling up then we will consider and look into starting more slots on a different day or time to run another session.

7.0 Market Size and Growth Business

The size of the target market is either for local or national communities and shares its hopes to capture the growth in the last few years and any other characteristics. For example, there could be that there are many small competitors without the competitive advantage you have. A good product/service will sell only if a market for it exists or can be created.

Local Area Marketing (LAM) involves identifying then implementing marketing opportunities within local communities by engaging positively with groups, individuals, businesses and organisations. A pro-active and sustained LAM program will increase the individual franchisee's own profile as a dynamic member of their community and will increase overall brand awareness of the franchise system and its role in the community (Stowe, 2015).

Far too often, franchisees believe their marketing finishes when they contribute to the national fund. However, there are many marketing costs that are taken from that marketing fund which include the creative design, the website, online media, national sponsorships, print and electronic media, etc (Stowe, 2015).

A national marketing campaign would allow for a message to reach a wide audience, with less contact with potential customers. However, a local marketing campaign can allow the message to reach potential customers for Bounce into Fitness while also interacting with them. (Tela, 2020)

7.1 Proposed customers:

As previously proposed we aim to target women in the ranges of eighteen and onwards, we have found this to be a suitable and reliable audience in which has been seen in the past an underrepresented target audience. Examples from this has been found within (Wales, S., 2018), within the 2018 study on the topic of participation within sport it found that "46% of girls took part in sport three times a week more than boys in comparison to 50% in a 2015 study", it highlights the forever closing "gender gap" and opens up new opportunity's for a scheme like "bounce into fitness" to work.

Furthermore, from data collected at a younger age it schools it can be compared to what sports wales are doing in regard to women's futures in sports outside of schools, (Sports wales annual reports and accounts, 2019), appendix 6 highlights the figures of "grants and 196 community chest awards" this highlights the direct interest for a female participation in wales. It complements the schemes introduction where it states that is a "new exciting fitness class", as it could be seen as a pathway to further compliment the rising female participation efforts. Lastly (see appendix 7) in regard to "ethnic minority groups" (Sports wales, 2019), in which is also a rising factor within

participation, they are almost meeting the “national average” which could be an ideal target audience for bounce into fitness to involve.

Other areas bounce into fitness aims to target:

- Schools/ After school classes.
- Communities centres.
- Male only classes.

8.0 Marketing strategy:

Having a strong marketing strategy is crucial within a project, (Luenendonk, M., 2014), on the topic of “marketing mix” explains that the strategy is basically “putting the right product in the right place, at the right price, at the right time”. The use of this marketing strategy will help identify how “Bounce into fitness” fits and how the project will be places into all four sections below. Appendix 8 shows the 4p’s setup and the extension of the marketing mix 7p’s of marketing by (Hanlon, 2019).

8.1 Product

The product within bounce into fitness is how it’s going to benefit its customers and also its surrounding environment. It’s about meeting “specific customer needs or demands” (Luenendonk, M., 2014) An example being the core product is that it “will target women in the ranges of eighteen and onwards”, as previously proposed it aims to provide help towards the growing female participation within wales, NGB’s and also a unique fitness class. A further example of the unique selling point of the service is that for example, when the company proceeds to gains a fan base, it will proceed to invest its time within schools.

Furthermore, it also helps if there are “Intangible or tangible”, intangible meaning that the project has ownership of equipment or vehicles in this case within the proposal of bounce into fitness “James’s van”, tangible meaning items in which we don’t own but are part of the business so bounce into fitness’s name and the copyright, (Cohen, H., 2019). Lastly the overall delivery of the “product” is that it will offer 40-minute-long classes, 5 minutes warmups, 30-minute main session and lastly 5-minute cool downs.

Other examples of the Unique selling points:

- Disco Themed with Party Lights.
- Disco Exercise Themed Music.
- New Choreography every week.
- App available for tracking your bounce, Discounted for members.

8.2 People

The key people involved within this project are:

- Women 18+
- Men's 18+
- Schools of with a full range of ages for future investment.
- Community clubs.
- Underrepresented groups for example ethnic minorities.

8.2.1 Partners

- Sports wales. (funding).
- Exercise 4 Less.
- Community centres.
- NGB's.
- Schools examples being Bishop Vaughan.
- Local universities examples being UWTSD, Swansea University.

8.2.2 Staff

- Trainers.
- Coaches.
- Exercise Site staff.
- Martene Morgan (Group Coordinator).
- James Thomas (Marketing and Social Media director).
- Nathan Edwards (Financial Director).
- Danielle Stevenson (Environmental Task Director).

8.3 Promotion

The importance of promotion within a entrepreneurship project like “Bounce Into Fitness”, is the best selling point as it’s the best way of “putting across the benefits of your product or service” (Mishra, 2015), it is a form of communication that will allow our customers a preview of what we intend to give them. A strong promotion through what we have already promoted these being

Social media/ Websites.

- Instagram.
- Twitter.
- Facebook.
- LinkedIn.
- Wix.com.

Other methods

- Posters
- Leaflets

The most important areas that come from promotion are, Increased Brand awareness, Provide appropriate communication between staff, customers and partners. Increase the number of customers, Build overall profit and sales within Bounce into fitness, (Mishra, 2015).

Other examples of the importance of promotion within the marketing mix is for example, “its sets a business apart from its competitors” (Whaley, K., 2015), an article “why promotion is so Important” and also “why you should run them often”, this emphasises why bounce into fitness needs to use this tool to express the unique selling points, this being heavily used within digital marketing a modern technique to gain a larger customer interest. Furthermore, it will allow the group to stay ahead of competitors within the local, national areas through the previously mentioned Unique selling points for example our headline of a “disco themed trampoline fitness class”, this will be advertised through all available marketing techniques.

8.4 Place

The fitness sessions will take place in different locations each week as we become more successful. This is to help maximise the potential number of participants, Young Entrepreneur Council (2018) suggests that the more places covered by an organisation, the wider they will branch out, resulting in an increase in customers. An increase in customers will then lead to an increase in profit because there will be more people paying to come to the sessions. We have viewed several locations in the local area (Swansea) and have decided upon the use of a community centres and local gyms to start up due to the prices being quite cheap (Swansea Council, 2020). Appendix 9 shows the breakdown of all the community centres and gyms that Bounce into Fitness could find in the area of Swansea that were suitable for the sessions. Depending upon the success of the smaller venues, will then dictate which venues we can upgrade to in order to expand the company. We will start our first session at Xercise4Less. This is because we analysed the different costs across the region and this gym was central to Swansea, being at the heart of the city with easy access by foot, car, bus or cycling. With the gym being easily accessible and having a free car park for up to 4 hours, this allows customers to only need to pay for the session itself and there will not be any more costs for themselves or for us to pay, for parking etc, making it more appealing to potential customers (Dabija, 2015). Choosing Xercise4Less as our main venue will look to exploit their customers and making our service available to them whilst attending their gym session as this will give them the place of where they want to work-out (Withall, et al., 2011).

8.5 Price

As one of the 4 Ps, the pricing aspect is a of significant importance to the success of the organisation. This is because, without a sufficient income, there will not be enough money left to ensure the project can remain efficient (Kennon, 2020). Each session will be £4 per person, or £20 per month, for a monthly membership, allowing you to attend any session and as many sessions you wish to. The pricing of the merchandise can be found in Appendix 10 and we have marked up these prices as we deemed suitable and affordable for the clientele we aim to attract to our sessions. Making merchandise and sessions affordable for the target audience is a key factor which could alter the success of the company. This would also mean viewing competitors'

prices and making our service better than theirs for cheaper to help attract their customers too (Listra, 2020).

8.5.1 Equipment

As an organisation that is included in the fitness sector, we will be needing different hardware equipment for customers to use in order for them to participate. We will require 30 trampolines, to ensure that there is enough for one each if we were to expect the maximum number of participants to the class (25). This extra equipment allows for breakages and still have spares to use whilst more are ordered. In total, we will be spending £1,243.62 on equipment for the sessions. We will require 30 trampolines, a PA System and disco lights in order to create a unique atmosphere for the fitness session. Xercise4Less will be renting their upstairs studio to us for £12 per hour, for 2 hours on a weekly basis. Please refer to Appendix 11 to view the running costs of the organisation.

9.0 Key people and job functions:

The staff and owners of "Bounce Into Fitness" have had dedicated roles in which have helped finalise the entrepreneur fitness scheme these being:

Martene Morgan (Group Coordinator)

- Business: Aims and Objectives, Business activity, Business Form.
- USP.
- Target market.
- Competitors, advantages over competitors.
- Benefits
- Website
- Poster
- Business/membership cards
- Business SWOT
- Finalisation of full business plan

Nathan Edwards (Financial Director)

- Introduction
- Finance
- Marketing, Price.
- Location, Marketing Place.

- Stakeholders and partners
- PAR-Q/Risk Assessments
- Equipment.
- Backgrounds details of key people.
- Turnover, profit, break – even, Funding Requirement.

James Thomas (Marketing and Social Media director)

- Marketing, Marketing strategy, Product, People, Promotion.
- Fitness app
- Social media
- Merchandise.
- Management structure
- Proposed customers, Target Market.
- Equipment.
- Key People and functions, Backgrounds details of key people.
- Conclusion

Danielle Stevenson (Environmental Task Director).

- Environmental analysis
- Market Size and Growth.
- Source of funds.

9.1 Background details of key people: This part includes a background and experience of the team included within bounce into fitness.

Martene Morgan

I have worked for NPT PASS for past year and a half, I've been involved in many sports festivals and summer camps, I am level 2 fitness instructor qualified and sports coach level 2 qualified. I've also taught/coached dance classes for past 5 years as well as dance training classes for 12 years. I am a qualified sports coach for the PASS team, therefore coach in many primary and secondary schools.

Nathan Edwards

I have worked for NPT PASS for 5 years, volunteered at the Festival of Sport every year for the past 7 years, Level 1 WRU referee and coach. I also give up spare time

to do that every week throughout the season for multiple teams. I am a Level 1 table tennis coach; I own a tennis activators course.

Danielle Stevenson

During the summer I am a Water sports instructor, I have taught in a summer camp in America and in the South of France. I enjoy Water sports as its calming and I love being in nature, so I have developed my coaching skills through experience and my university course. My qualifications are degree in Outdoor education, American Red Cross small craft safety boat Instructor. Kayaking, Sailing and paddle boarding instructor. Level 1 rock climbing, level 1 table tennis coach, RYA powerboat licence. I worked in Spain, in two companies El Nino and Club Nautic El Arenal.

James Thomas

I have a wide background within sport for example I have played football, rugby and also athletics my entire life, I have gained success at a Swansea district rugby level. I am currently coming to the end of my course at UWTSD this being a BA in Sports Management, I have gained over 460 hours of assistant Physical Education teaching, I have knowledge of all areas of sport, I have also acquired a level 2 fitness instructors' qualification. I already have a qualification within a "Foundation degree in arts in sport development and management", and also an achievement within A-Level PE.

Financial Highlights

10.0 Turnover

The turnover of a company is the sales made by the company within a given time period, deciding from quarterly, annually, monthly or each financial year (Rao & Rao, 2009). The sales of merchandise produced by Bounce into Fitness should help boost the turnover because Javid (2016) argues that the sales of inventory can improve a company's turnover by up to 20% per year. Refer to Appendix 12 to see the conclusion of running costs taken away from the grant funding. This shows how much is needed to make a profitable turnover and how that can be achieved.

10.1 Profits

Profit is the money made after deducting the expenditure of the company, leaving you with profitable money (Kruslin, 2010). Bounce into Fitness will be aiming to make a sizable profit to allow expenditure across the nation. The predicted profits for the first year will depend upon the sales of merchandise and what gets sold. If Bounce into Fitness were to sell out the maximum of 25 spaces on a weekly basis, for 3 sessions a week, at £4 per session, per person, and sell 100% of the merchandise ordered then we would make a large profitable sum of £20,200. However, Intuit.inc (2019) argues that not a 100% of all possible profits may be made within the first year. Therefore, Keolanui (2019) suggests that finding out what the minimum amount of sales from sessions and merchandise would be the best way to find out if the company can become a success. Profits can be tracked and predicted more accurately when basing them off quarterly sales (Edinger, 2003). Therefore, Appendix 13 shows the breakdown of each quarter of the first year and shows how much money can be made from the sales. Although this would be a good way to start, the financial department would require the first month to 3 months to help improve the reliability and validity of their predictions (Office of National Statistics, 2020).

10.2 Break-even

Breaking-even is when a company makes an income that is equivalent to the expenditure of the organisation, meaning there is no loss and no profits made (Ndaliman & Bala, 2007). In order for Bounce into Fitness to break-even, they would be required to sell a minimum of 33% of their sessions, as demonstrated in Appendix 14.

10.3 Funding Requirements

Bounce into Fitness will be funded by the community chest grant which will assist with the setting up of the organisation. Community Chest is a grant which can be applied for by anyone who wishes to develop sessions or teams within a sporting environment and can award up to £1500 to organisations who are eligible (Sport Wales, 2020). This grant will cover the initial costings of equipment, but the payment of employees will be paid out of the back pocket from our start-up team (consisting of James Thomas, Nathan Edwards, Martene Morgan and Danielle Stevenson). These costs will be funded from the university loans from Student Finance Wales that have been unspent and saved by each of us in the organisation. Some things have already been

purchased previously. Things such as the works van, which was bought and has been offered to use free of charge by James Thomas who already works in our organisation and wishes for us to succeed.

10.4 Source of funds

A new business with physical activity or sporting interests can apply for the community chest grant for things such as (see appendix 15):

- Projects which encourage greater participation in sport or physical activity
- Recruitment and development of leaders and coaches
- Extending sports clubs to provide new opportunities for new and existing members
- Organisations seeking to develop physical activity and / or sporting projects within the workplace
- Walking or cycling projects (Gov, 2020)

11.0 Travelling

Eco friendly ways to travel that benefit the environment and the human body, to which we want to implicate into the business so that customers use the environment right and stay fit and healthy.

Harveston (2017) has written 7 best eco-friendly ways to travel that benefit the environment and the human body. However, some of these eco-friendly ways of travel do not benefit the business as she is also including flying to holiday destinations. (For an in-depth explanation for all ways look at appendix 16)

12.0 Conclusion

To conclude on the overall project, we will help sum up areas we have developed within and also the overall efforts of “Bounce into Fitness”. Furthermore, we are a “profit” organisation who seeks partnership with Sports Wales, the reason for this is that we have stated our intentions with using the “community chest” grant. We have made use of the advertisement opportunities with the National governing body as we have used their name throughout the process. For example, this have been used on our posters.

We intend to contribute to Health and Wellbeing and also Welsh participation within all social groups. Our main role is as previously mentioned, is to tackle the growing participation with females 18 plus and this being a project which can influence the gender gap and close further margins.

We have found that Exercise 4 Less is a great “Place” to start our project, it meets the suitability for this unique Entrepreneurship project, it is a well-known gym within central Swansea and has been used as another form of advertisement within flyers. In regard to promotion we have utilised and developed the brand image and the main USP’s, see appendices (promotional resources 16 onwards), this has been a gradual process and we passionately believe that what we have done will be an extremely useful tool. It will allow us to connect with our current and future audience, it will strengthen a repour with growing customer numbers and partnership interest. These both will contribute to the profit of the group and also participation numbers. Lastly from what we achieve and learn within the first few terms of this project, will influence short- and long-term development, we believe this will help us refine the project to suit people better which will hopefully generate loyalty and awareness.

12.1 Future recommendations

Bounce Into fitness is a growing project within Swansea, we intend to develop it through female participation, but we see this as a gateway into a wider audience. Furthermore, the project aims to develop within the following areas...

- All ethnic groups and encourage greater means to participation.
- Future school investment ages may vary due to health and safety.
- Community centres across wales.
- Grow throughout wales and develop classes within underrepresented social groups, Rural areas.
- Disability schools develop unique safe classes to encourage new abilities into the project.
- Increase partners which will contribute to financial attributes and also brand awareness.

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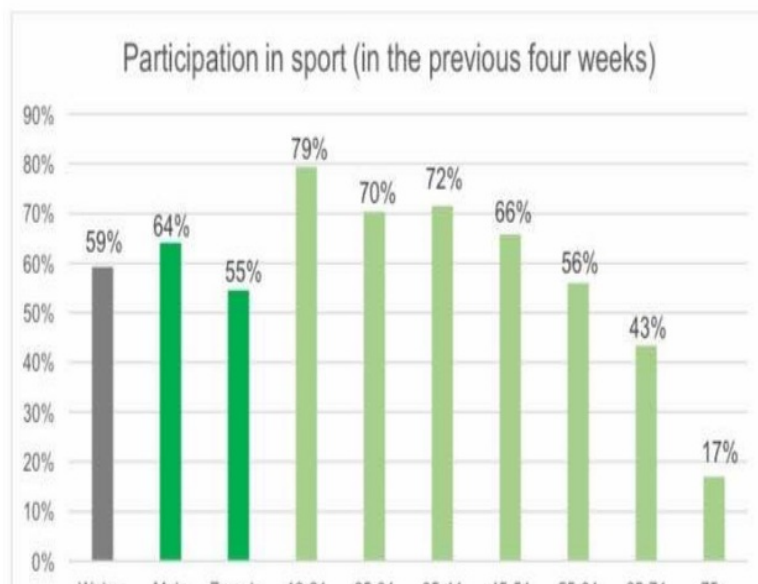
Appendices

Appendix 1

Table 3.6

	Participate in sport three or times a week & Demand (540,000 people)	Participate less than three times a week & Demand (426,000 people)	No participation & Demand (279,000 people)	Wales
Female	42%	49%	55%	41%
Male	58%	51%	45%	59%
16 - 44	60%	56%	41%	43%
45-64	31%	34%	38%	33%
65+	9%	11%	22%	25%
High well-being	26%	21%	19%	25%
In employment	67%	68%	53%	53%
Material Deprivation	9%	13%	20%	14%
Use Welsh language in everyday life (FG indicator 36)	11%	12%	9%	11%
General Health is Good or Very Good	86%	79%	62%	72%
Long standing illness	32%	40%	57%	46%
Demand – Outdoor Games or Activities	62%	61%	49%	29%
Demand – Outdoor Pursuits	73%	67%	60%	34%
Demand – Indoor Games or Activities	68%	73%	72%	35%
North Wales	23%	25%	21%	22%
Mid and West Wales	28%	29%	24%	29%
South Wales Central	28%	24%	31%	30%
South East Wales	22%	22%	25%	19%
Communities First Cluster Areas	19%	21%	27%	23%
Sports centre / club - available in local area	56%	52%	47%	48%
Park - available in local area	84%	83%	79%	79%

Figure 2.1: Any participation in sport in the last four weeks – by gender and age



Appendix 2

1.1: Participation in sport three times a week or more, by local authority area

	2018-19 (%)	Number of Adults (16+)
Isle of Anglesey	36	21,000
Gwynedd	37	36,000
Conwy	29	28,000
Denbighshire	20	15,000
Flintshire	31	39,000
Wrexham	30	33,000
Powys	29	31,000
Ceredigion	34	20,000
Pembrokeshire	33	34,000
Carmarthenshire	35	53,000
Swansea	34	67,000
Neath Port Talbot	24	27,000
Bridgend	22	25,000
Vale of Glamorgan	37	38,000
Cardiff	38	107,000
Rhondda Cynon Taf	28	52,000
Merthyr Tydfil	22	11,000
Caerphilly	40	57,000
Blaenau Gwent	29	16,000
Torfaen	33	24,000
Monmouthshire	38	29,000
Newport	36	42,000

Appendix 3

Exercise4Less,
Parc Tawe Retail Park,
Swansea,
SA1 2AL.

Track your
bounce with our
latest fitness app!

Book your place online NOW to
avoid disappointment;
www.bounceintofitness.co.uk
07682 937949

*Sporth Wales
chwaraeon cymru*



£5 'Bounce with Tom'
OR
Included in
£20 per month
(membership)

BOUNCE INTO FITNESS

BOUNCE INTO FITNESS

Come and Bounce
with Wales' own
Love Island Star-
Mr Tom Powell!



Appendix 4



Appendix 5



Appendix 6- Sport Wales Women's participation

Women and Girls

196 Community Chest Grant Awards

supported Women and Girls projects in 2018/19

To mark a year of Our Squad – Sport Wales' women and girls initiative – a month of celebration around female sport took place in August.

1st
birthday



shared all of the
inspiring and motivational
stories from
oursquad.cymru

Our Squad
Day



celebration of physical
activity opportunities
for females in Wales
on social media and a
competition with prizes
from several businesses

Podcast



fronted by Lowri Morgan
discussing some of
the barriers to female
participation in sport and
how to overcome them

Our Squad
in the Park



A range of activities
for families including
football, fitness, running,
korfball, netball, softball
cricket and golf at
Bute Park, Cardiff.

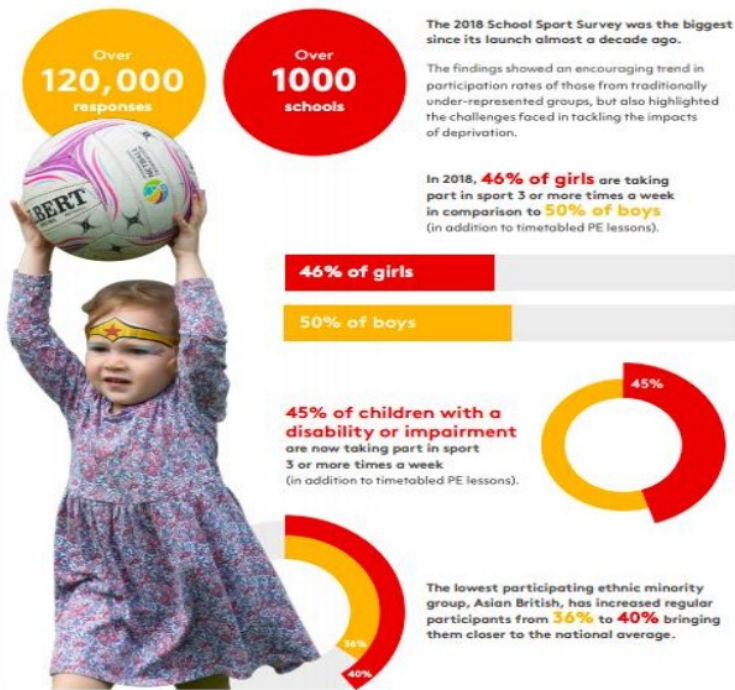
Sport Wales supported the
Women in Sport in North Wales Conference
in June, organised by **Network She**
and **Our Squad** presented the opening
keynote speech of the conference.



Sport Wales supported the
Chwarae Teg
Womenspire Awards,
by sponsoring the Sport Award
(won by Mica Moore).

Appendix 7– Sports wales School Sport Survey

School Sport Survey



Appendix 8 – The 4p's Marketing Mix. Luenendonk, M., 2014., Hanlon, A., 2019.



Financial resources

Appendix 9

Venue Costs

Venue	Notes		Contact Details
	1 Hour	2 Hours	
Xercise4Less	£10	£20	
LC Freedom Leisure	£20	£40	Block booking is cheaper
Mayhill Community Centre			
Wanarlwydd Community Centre	£12	£24	£10ph smaller main hall
Dyfatty Community Centre	£20	£20	minimum booking of 2 hours
Townhill Community Centre			
Morriston Community Centre	£10	£20	07548 811781
Trallwn Community Centre	£12	£24	07920 091457
Bonymaen Community Centre	£10	£20	07502 375006
Sketty Park Community Centre			
Brynmill Community Centre			
Glais Community Centre			
Llansamlet Community Centre			
Birchgrove Community Centre			
Penclawdd Community Centre			
North Penlan Community Centre	£12	£24	£5ph Kitchen. £10 ph Meeting room
South Penlan Community Centre			
Average	£13.25	£24.00	

Appendix 10

Merchandise

Merchandise	Cost Per Unit	Qty. To Buy	Total Cost	Sales Price (Per Item)	Sales				Profit from 100%
					10%	25%	50%	100%	
T-Shirts	£3.48	100	£380	£8	£80	£200	£400	£800	£420
Head bands	£2.33	100	£233	£4	£40	£100	£200	£400	£167
Hoodies	£12.90	100	£1,290	£18	£180	£450	£900	£1,800	£510
Water Bottles	£3.14	100	£314	£4	£40	£100	£200	£400	£86
Duffel Bag	£7.85	100	£785	£15	£150	£375	£750	£1,500	£715
Total			£3,002		£490	£1,225	£2,450	£4,900	£1,898

Appendix 11

Running Costs

	Prices			
	1 hour	2 hour	Weekly	Monthly
Coach 1	£10	£20	£30	£120
Coach 2	£10	£20	£30	£120

	Miles	Cost per mile	Total Cost (round trip)
Van	5.9	£0.29	£3.43

- Coach Prices
- Free Facility Running Costs (Water, electric and wifi in some)
- Travel- 4 weeks in a month, from Morrison to LC Swansea, 2 times a week = £27.38 per month
- **Running Costs= £120 + £120 + £27.38 + £27.38= £294.76 per month**

Appendix 12

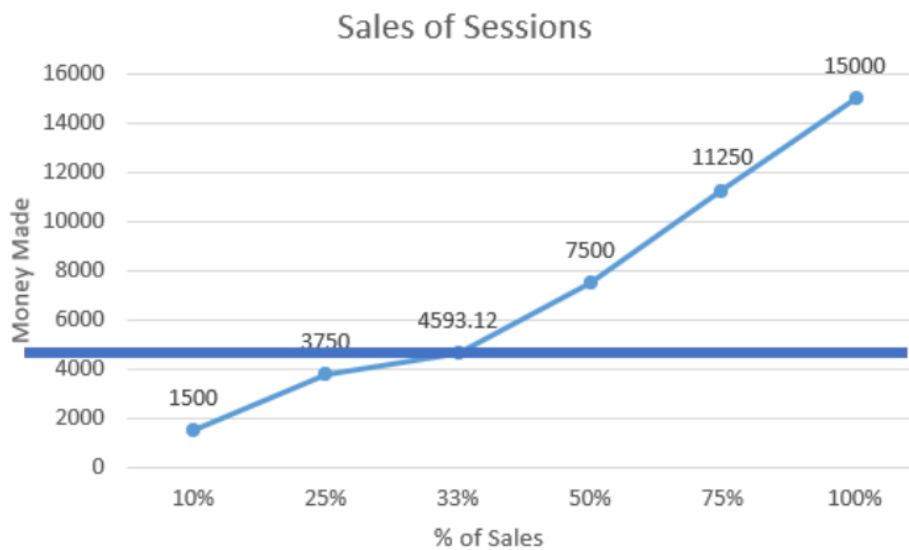
Conclusion

- ❖ Grant £1500
- ❖ Total for initial costs= £944.00
- ❖ Total Running Costs= (£120 x 2 wages) + (£27.38 x 2 people petrol) + (£22 x 4 weeks for hire)
=£382.76 per month

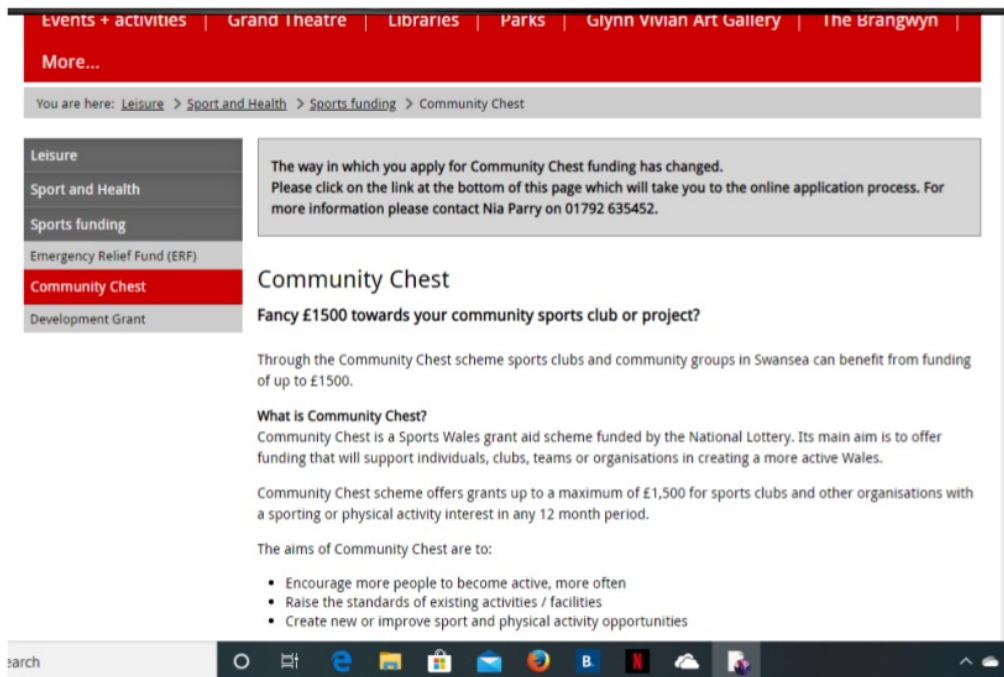
Appendix 13



Appendix 14



Appendix 15



Appendix 16- In-depth explanation of transport to business

- Travelling by train

Railways only produce two percent of the greenhouse gases in America, it is 30% more efficient than driving and 8% more than flying. Trains can also use renewable energy instead of diesel to operate. Train companies are constantly making changes to reduce the impacts they have on the environment such as LED lighting and ventilation.

- Riding bikes

Bikes are an eco-friendly way to move throughout town and cities quickly. By riding your bicycle for four miles, you can prevent 15 pounds of pollution being released into the air. Bicycling can also improve your cardiovascular system, making it one of the best ways to travel for the human body.

- Carpool with friends/ Public transport

Carpooling with friends and family will reduce your contribution to pollution, by reducing the number of vehicles on the road and lowering the emission rates.

Public transport, whether by bus or subway, produces 76% lower emissions than single occupant vehicles, which helps reduce roadway congestion. Several cities are starting to use electric buses that are featured with batteries or fuel that produce 70%-50% fewer emissions.

- Walking

Walking is best for those who live in cities. On average a person walking 10 minutes can cover one mile. It may take longer for the person to reach their destination, but it is environmentally friendly and great exercise for the human body by reducing the risk of heart disease, diabetes and osteoporosis.

- Driving an electric vehicle

Electric vehicles when traveling produce zero emission but increase a power plant's emission when charging. If houses use renewable energy, electric vehicles provide an unmatched green method of transportation.

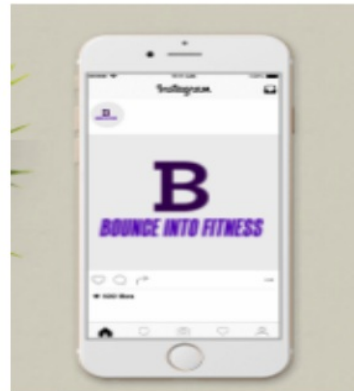
(Harveston, 2017)

But will it damage?

Humans impact the physical environment in many ways' overpopulation, pollution, burning fossil fuels, and deforestation. These changes have triggered risks such as climate change and poor air quality (National geographic). By teaching humans to use the natural resources correctly the impacts humans have on the environment will slowly decrease over time, so that there are no more risks.

Promotional recourses

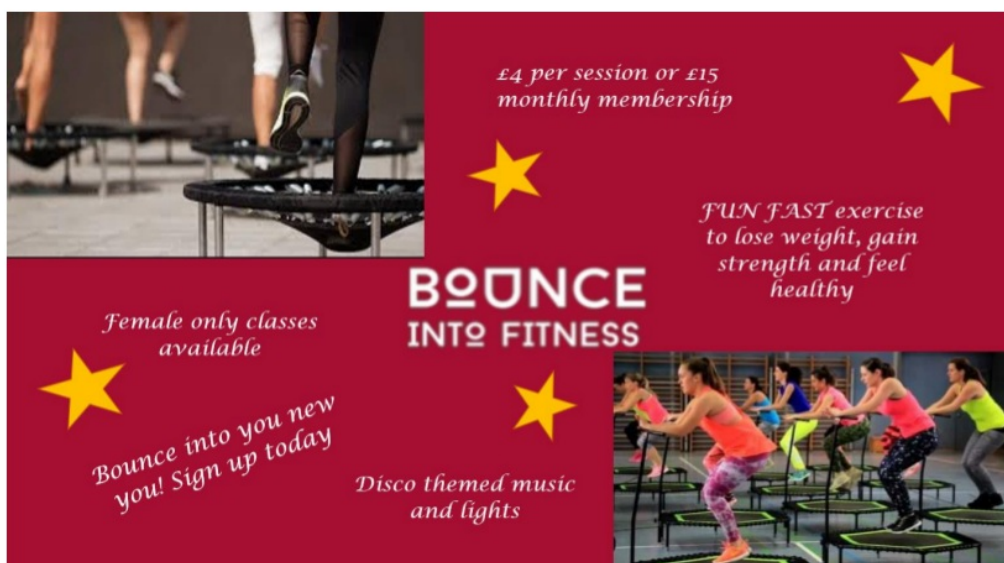
17- Trail run for logos at start of project



18- Logo we all decided on



19- Poster-female only classes



A promotional poster for 'BOUNCE INTO FITNESS'. The background is a solid red color. In the top left corner, there is a photograph of people's legs jumping on mini trampolines. In the bottom right corner, there is a photograph of a group of women in colorful athletic wear performing a synchronized exercise on mini trampolines. The text is arranged around these images. At the top right, it says '£4 per session or £15 monthly membership' in white. Below that, it says 'FUN FAST exercise to lose weight, gain strength and feel healthy' in white. The main title 'BOUNCE INTO FITNESS' is in large, bold, white capital letters in the center. To the left of the title, it says 'Female only classes available' in white. Below that, it says 'Bounce into you new you! Sign up today' in white. At the bottom right, it says 'Disco themed music and lights' in white. There are four yellow stars scattered across the poster: one in the top right, one to the left of the top right text, one to the left of the bottom right text, and one to the right of the bottom right text.

£4 per session or £15 monthly membership

FUN FAST exercise to lose weight, gain strength and feel healthy

BOUNCE INTO FITNESS

Female only classes available

Bounce into you new you! Sign up today

Disco themed music and lights

Poster- men's only classes

Bounce Into Fitness

Male only classes available!!

Wednesday classes
19.55pm classes

Friday Classes
11.20am classes Available

£4 per session !!!!

£15 a month for unlimited classes

Location
Exercise 4 less Swansea
SA12AL, Parc Tawe

Contact us at








Sick of the same old gym routines? Try a new entrepreneurship disco themed workout near you!!!





Another advertising poster

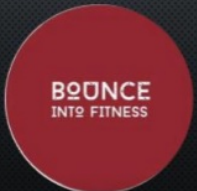
Xercise4Less,
Parc Tawe Retail Park,
Swansea,
SA1 2AL.



**£4 per session
OR
£15 per month
(membership)**

BOUNCE INTO FITNESS

Book your place online NOW to avoid disappointment;
www.bounceintofitness.co.uk
07682 937949



Track your bounce with our latest fitness app!





Small leaflet to give out

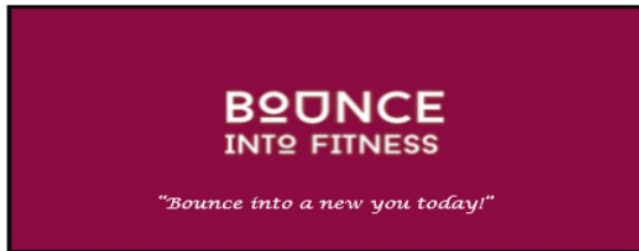


Alternative version of poster for in gyms, community centres, leisure centres.

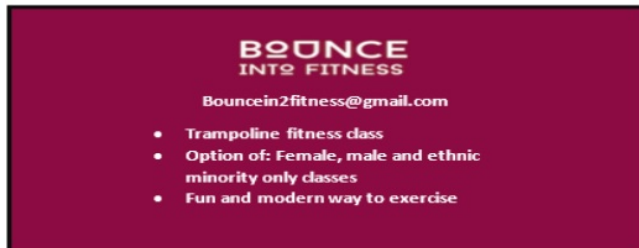


20- Business card- Give out to potential clients

Front



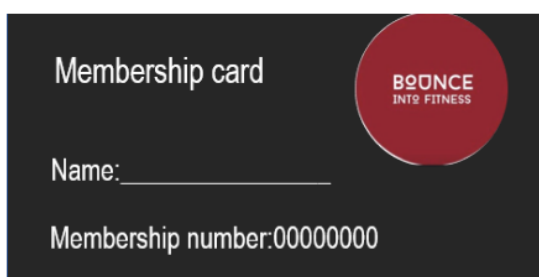
Back



21. Loyalty card – non-members to use to claim either free water bottle, free session, money off



22. Membership card- for members only



23. Session Plans

<u>Venue:</u> xercise4less	<u>Time:</u>	<u>Date:</u>
<u>Equipment:</u> 25 trampolines, Speaker, Music	<u>Number of participants:</u> 25	<u>Risk assessment:</u> Done
<u>Activity</u>	<u>Extra information</u>	
<u>Warm up:</u> Dynamic stretches Jogging on the spot Squats	Next to the trampoline Dynamic stretches include: 10 side cross swings 5 Torso twist 10 front leg raise toe tap 5 Reach up to floor touch 20 March and reach 10 <u>arm</u> rotate Jogging on the spot for 1 minute 15 squats	
<u>Main activity:</u> Choreograph routine to disco music, starting off simple and easy and slowly increasing intensity.	A choreographed routine to disco music, where intensity will increase with each song. Interval changes with every 30 seconds from a range of jumps such as straight, star jumps, tuck jumps, single leg jumps, all with various speeds and in time with the music.	
<u>Cool down:</u> Jogging on the spot Plank Static stretches	Next to the trampoline Jogging on the spot for 2 minutes Plank for 30 seconds Static stretches 10 seconds include: Calf Back Thighs Bicep and <u>Tricep</u> Torso	

Session plan 2

<u>Venue:</u> xercise4less	<u>Time:</u>	<u>Date:</u>
<u>Equipment:</u> 25 trampolines, Speaker, Music	<u>Number of participants:</u> 25	<u>Risk assessment:</u> Done
<u>Activity</u>	<u>Extra information</u>	
<u>Warm up:</u> Dynamic stretches Jogging on the spot Jumping jacks Squats	Next to the trampoline Dynamic stretches include: 20 side cross swings 10 Torso twist 20 front leg raise toe tap 10 Reach up to floor touch 20 March and reach 10 arms rotate Jogging on the spot for 1 minute Jumping jacks 30 seconds Hold squat for 30 seconds, into 5 jumping squats (Repeat 3 x)	
<u>Main activity:</u> Choreograph routine to disco music, starting off simple then increasing intensity.	A choreographed routine to disco music, where intensity will increase with each song. Interval changes with every 30 seconds from a range of jumps such as straight, star jumps, tuck jumps, single leg jumps, all with various speeds and in time with the music.	
<u>Cool down:</u> Jogging on the spot Wall sit Static stretches	Next to the trampoline Jogging on the spot for 2 minutes Wall sit for 30 seconds Static stretches 10 seconds include: Calf Thighs Torso	

Session plan 3

Venue: xercise4less	Time:	Date:
Equipment: 25 trampolines, Speaker, Music	Number of participants: 25	Risk assessment: Done
Activity	Extra information	
Warm up: Dynamic stretches Jogging on the spot Squats	Next to the trampoline Dynamic stretches include: 10 side cross swings 5 Torso twist 10 front leg raise toe tap 5 Reach up to floor touch 20 March and reach 10 arms rotate Side reach 5 times Jogging on the spot for 1 minute Squat hold for 30 seconds 10 jumping squats (repeat 3*)	
Main activity: Choreograph routine to disco music, starting off simple and easy and slowly increasing intensity.	A choreographed routine to disco music, where intensity will increase with each song. Interval changes with every 30 seconds from a range of jumps such as straight, star jumps, tuck jumps and single leg jumps, all with various speeds and in time with the music.	
Cool down: Jogging on the spot Plank Wall sit Static stretches	Next to the trampoline {Jogging on the spot for 30 seconds Plank for 30 seconds Wall sit 30 seconds (repeat 3*)} Static stretches 10 seconds include: Calf Thighs Torso Bicep and Triceps Side stretch	

24. Bishop Vaughan target school screenshot, Ideas for future school investment

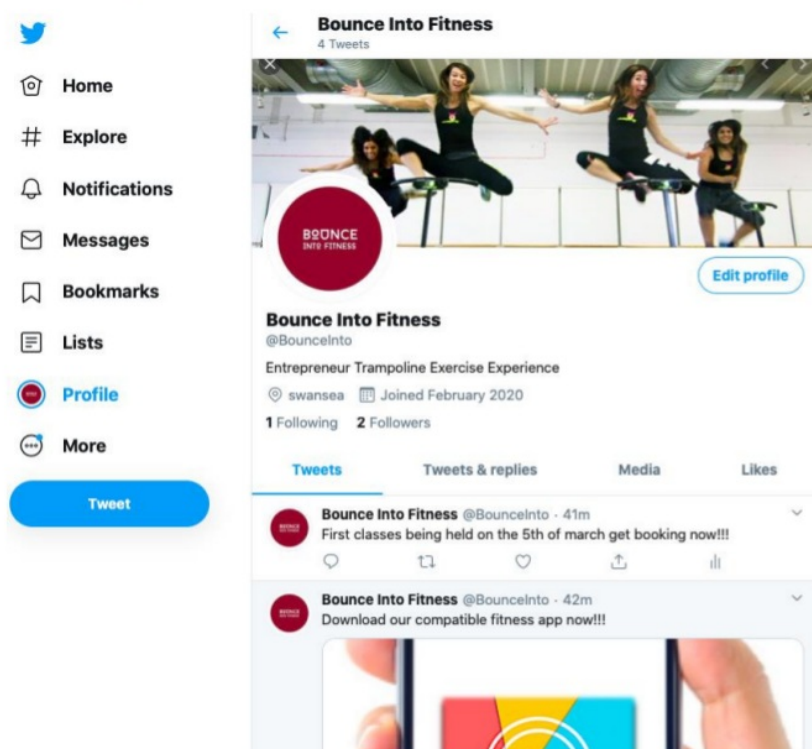


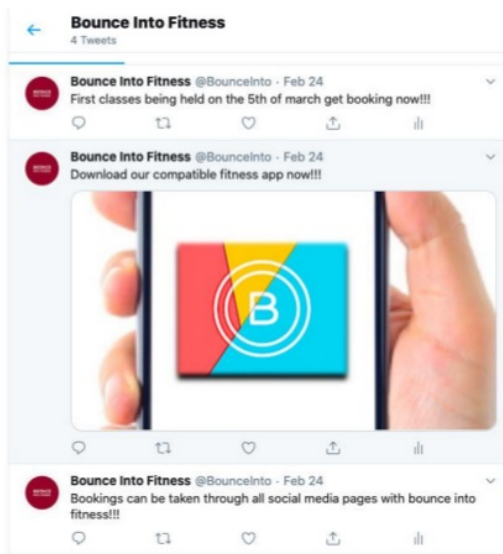
Morriston Comprehensive School
Ysgol Gyfun Treforys
 inspire • engage • achieve



25. Messages on social media

Twitter- <https://twitter.com/BounceInto/media>





Hi loved the session, Do you have a catalogue I can take a look at please?

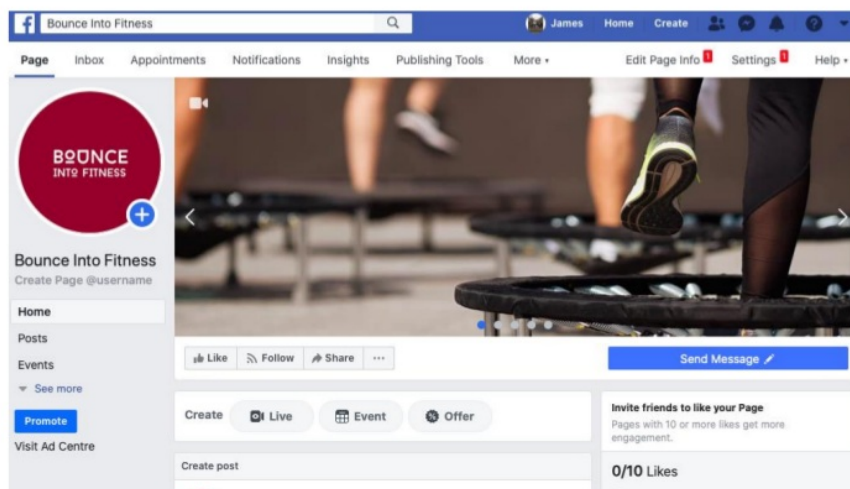
5:07 PM

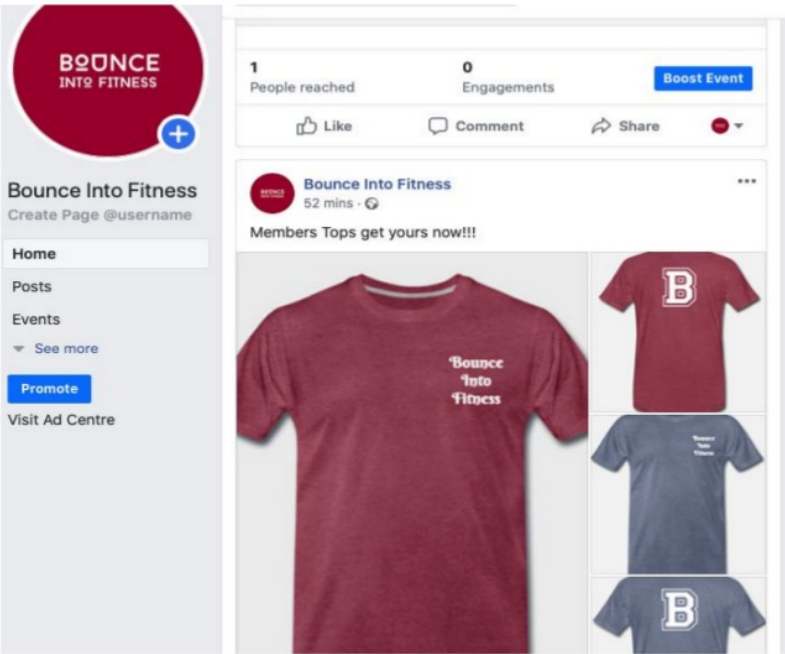
Hello Glesni that's great news remember to tweet about it!! And yes of course you can find the attachment to our website through our Facebook page, which contains the online catalogue. Furthermore it includes the sizes, colours and other merchandise you may be interested in, hope this helps



5:09 PM ✓

Facebook https://www.facebook.com/Bounce-Into-Fitness-100413331541800/?modal=admin_todo_tour





27 FEB 2020, 19:00



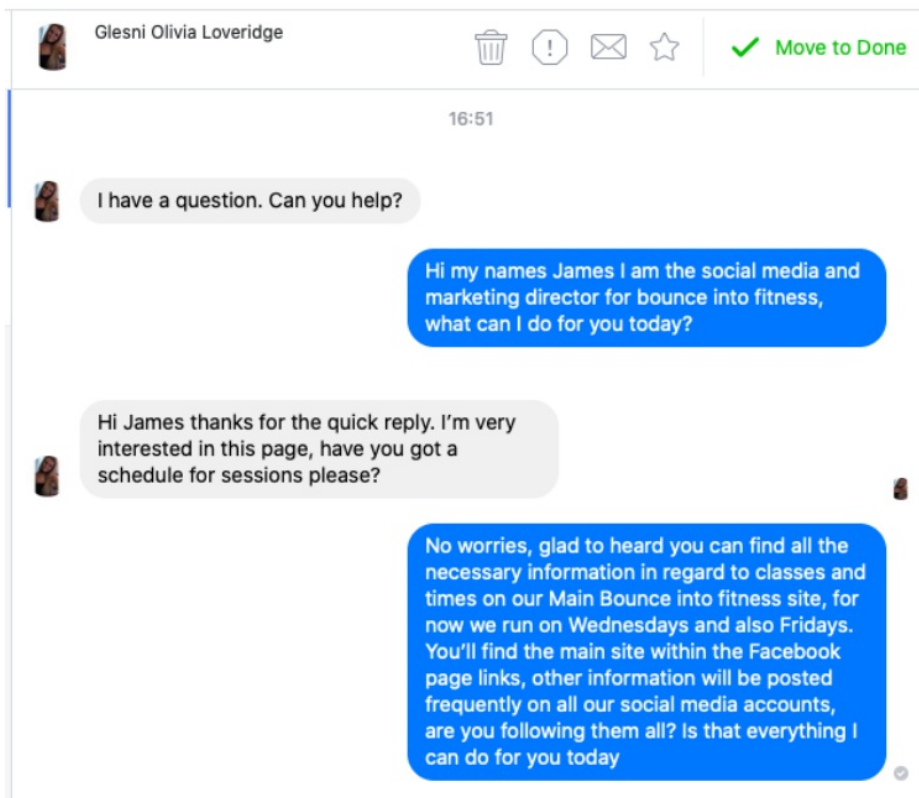
Hi can I ask about the price and when it starts please?

you can get all this information on the website link on the page! hope to see you soon!!!!

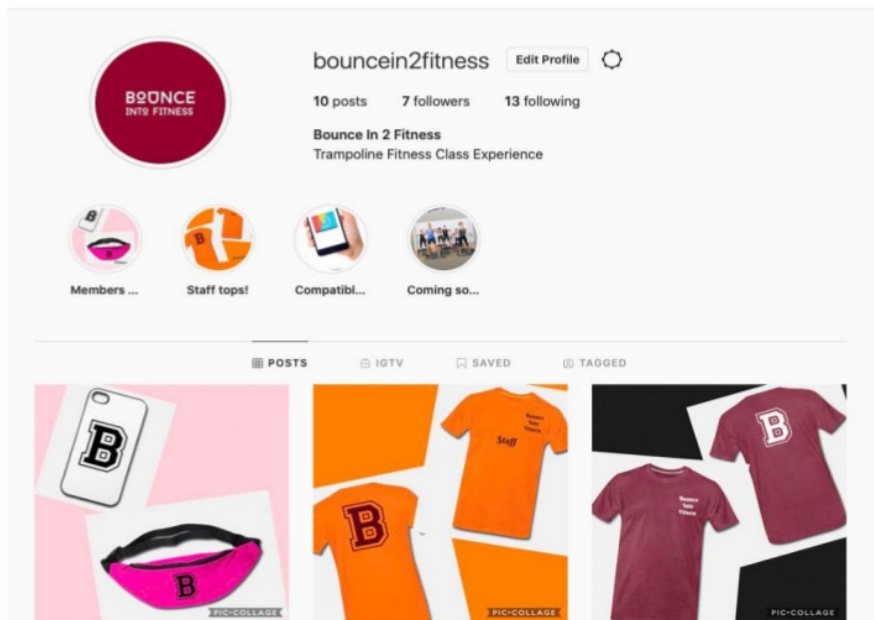


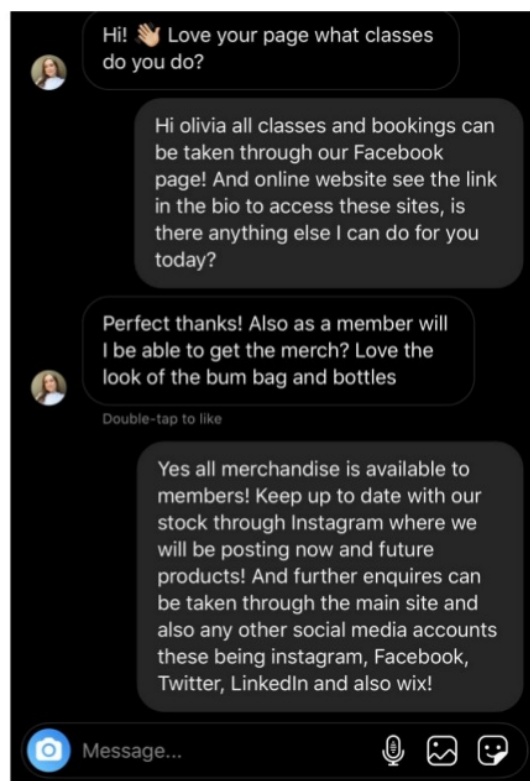
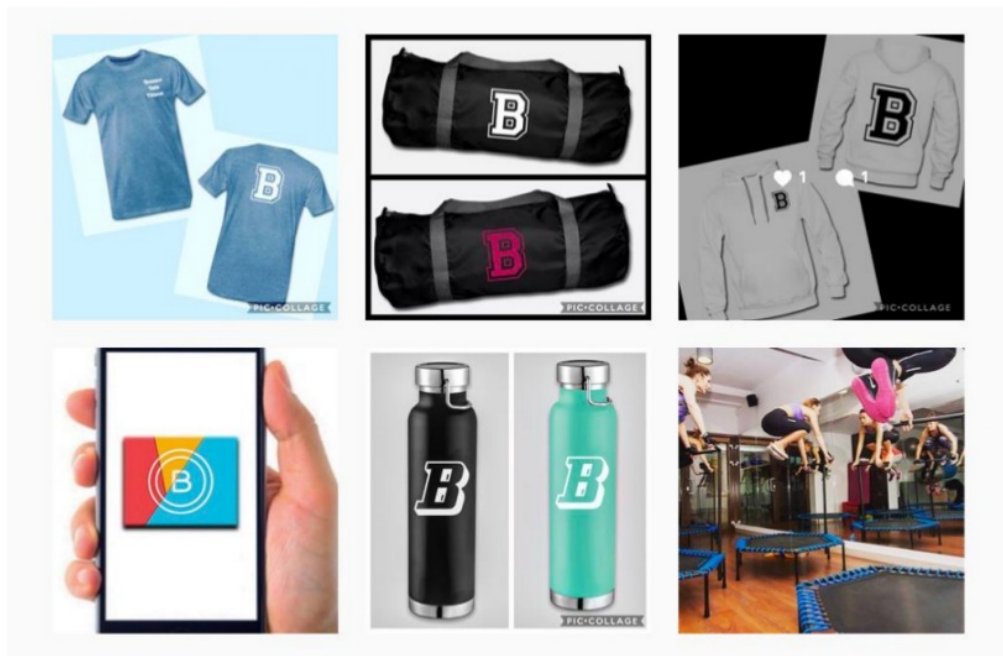
Thank you! See you soon!



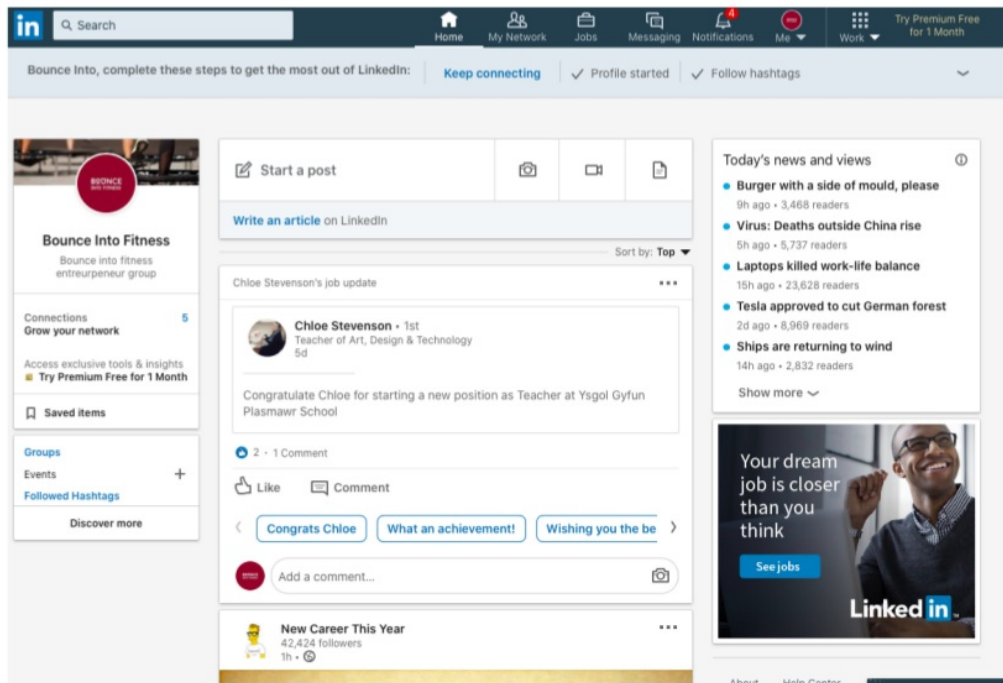


Instagram <https://www.instagram.com/bouncein2fitness/>

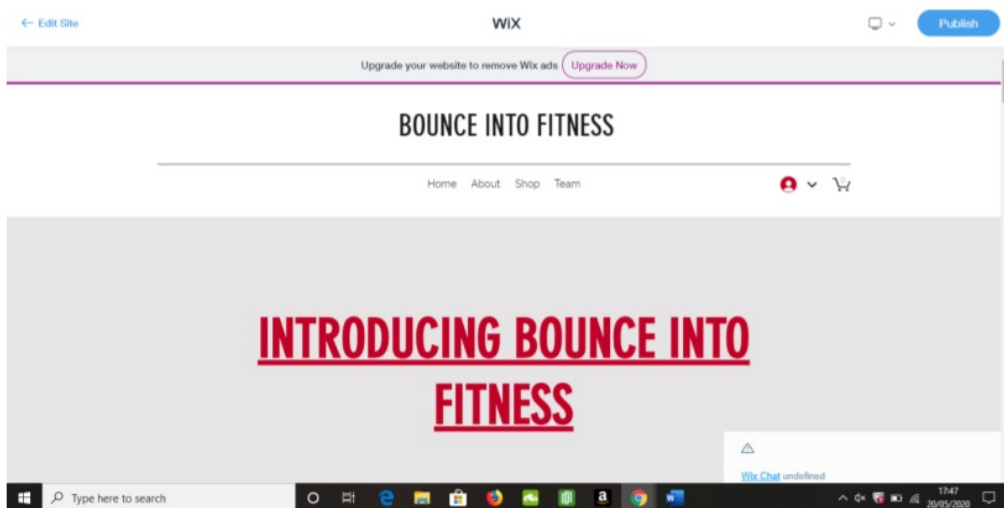


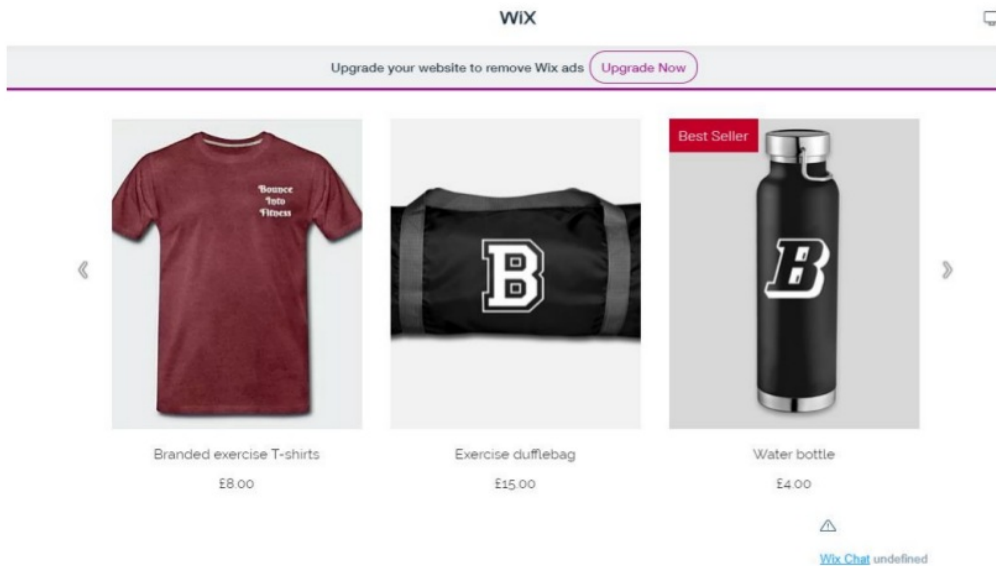
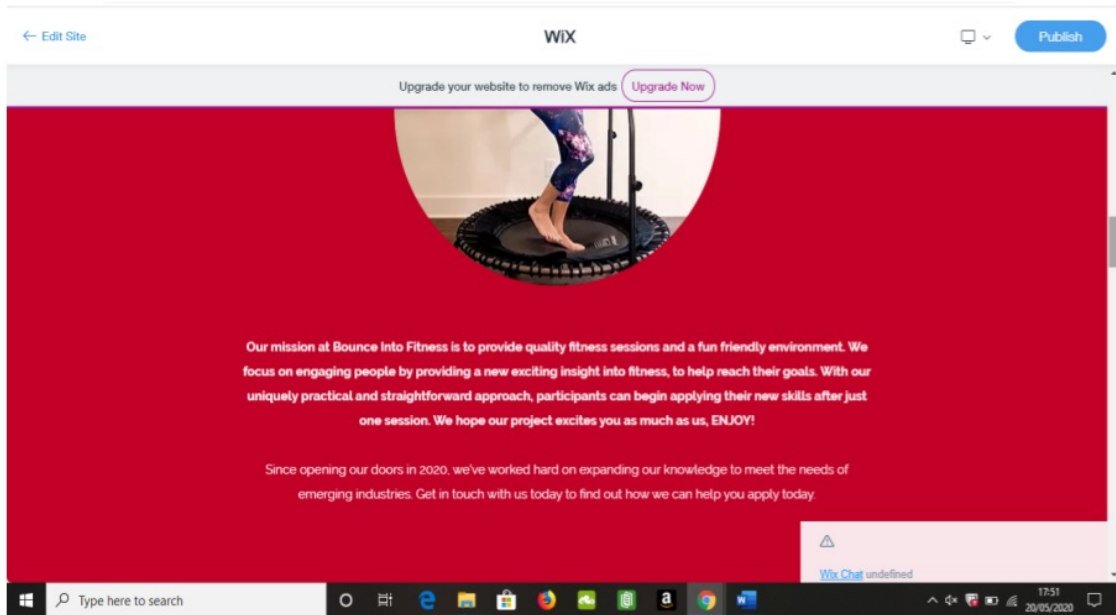


LinkedIn- <https://www.linkedin.com/feed/>



26. Website- <https://martenemorgan.wixsite.com/bounceintofitness>





Help ▾

Products > Branded exercise T-shirts

... Cancel Save

BASIC INFO

Name

Branded exercise T-shirts

Price

£ 8 ☐ On Sale

Description

These T-shirts are fun vibrant colours branded to suit our Bounce Into Fitness theme.

T-shirts available in Burgundy, grey and orange.

We've designed these tops to make sure it hides your sweat marks to make sure you've got nothing to worry about.

Advanced

Product Tax Group ⓘ

Tax Groups is off ▾

Hire a Professional

Optimize your store's product pages with the help of an expert.

[Get Started](#)

Ribbon

e.g., New Arrival

27. Website emails- connected to Wix.com and are linked to Bounce into fitness email account

The screenshot displays the Wix website management interface for 'Bounce Into Fitness'. The left sidebar shows navigation options: Dashboard, Store Products, Store Orders, Customer Management, Marketing & SEO, and Analytics. The main content area shows the 'Set Up Your Site' progress bar (5/7 Completed) and a list of setup tasks: Add Your First Product, Set Up Payment Methods (selected), Set Up Shipping Regions, and Publish Your Site. An 'Inbox' overlay is visible, showing a list of messages from Rhian Morgan, Donna Hedges, Sonia, and Gruffydd, all marked as 'New form submission'. The bottom of the screen shows the Windows taskbar with the date 19/05/2020 and time 17:49.

Bounce Into Fitn...
Role: Owner
Set Up Your Site
5/7 Completed

Main Menu
Connect
Inbox
Contact List
Form Submissions
Manage
Automations
Upgrade
Edit Site

Inbox

View and reply to all your emails and chat messages here.

All Conversations ▾ 🔍 ...

Sonia Online ▾ 📧 ⚙️

RM Rhian Morgan Sun
New form submission 1

DH Donna Hedges Sun
New form submission 1

S Sonia Sun
New form submission 1

G Gruffydd Sun
Lead Capture Form ... 3

NAME
Sonia

EMAIL
sonyasonya@live.co.uk

SUBJECT
Bounce class

MESSAGE
Hello
I can see that you offer membership, could you please tell me the benefits of membership compared to non members.
Thank you and look forward to hearing from you.
Sonia

EMAIL TO: SONYASONYA@LIVE.CO.UK Hit 'ctrl+Enter' to Send

🔍 📧 🛒 📄 📧 📧 📧

Type here to search

10:15 19/05/2020

TESCO 16:35 70%

Sonia just submitted your form: Contact on Bounce Into Fitness

Message Details:

Name:
Sonia

Email:
sonyasonya@live.co.uk

Subject:
Bounce class

Message:
Hello I can see that you offer membership, could you please tell me the benefits of membership compared to non members. Thank you and look forward to hearing from you. Sonia

Reply

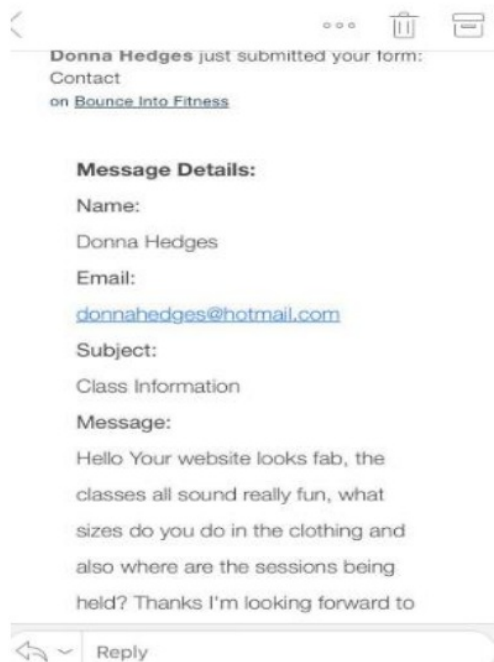
A new visitor just sent you a chat message on Bounce Into Fitness

United Kingdom

Hi! Was just wondering if you do size XL in the hoodies? They're mint 🔥

Reply Now

Reply



28. Promotion email

Promotion email.



Bounce Into Fitness <bouncein2fitness@gmail.com>
to jamesthomas586, martene.morgan, nathan_ross3 ▾

4:17 PM (0 minutes ago) ☆ ↶ ⋮

Dear all,

Thanks to our efforts with Bounce into Fitness!, we are happy to announce the start of our disco themed trampoline exercise fitness class!. We are happy to announce our 10% student discount offers so ensure that our customers are aware of this!. This discount can be used on site when they arrive to the classes and also on our online merchandise site. For any more information on this please make customers aware of the social media sites that will keep them up to date with changes within the project, discounts, class availability and lastly the available stock we have in regard to the merchandise.

Furthermore, please make customers aware of future promotional deals that we intend to implement very soon, examples being free bounce into fitness water bottles when joining monthly!, any further queries can be answered through our customer support teams and through our group coordinator.

Reply

Reply all

Forward

Promotion email!

to whom it may concern,

We have decided to message all our loyal customers and thank you for supporting the team!, we are available at all times through this email and all social media sites. Make sure you download our Bounce Into to fitness app to ensure you are getting the most out of your sessions. Any queries regarding the login and technical work with the app can be dealt with on site with one of our dedicated team members or over any communication platforms.

29. Catalogue screenshot



£18.00



£4.00



STAFF TOPS



£8.00



£15.00

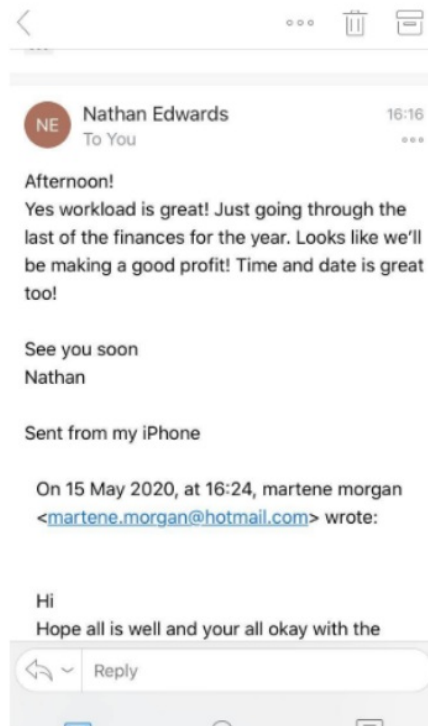
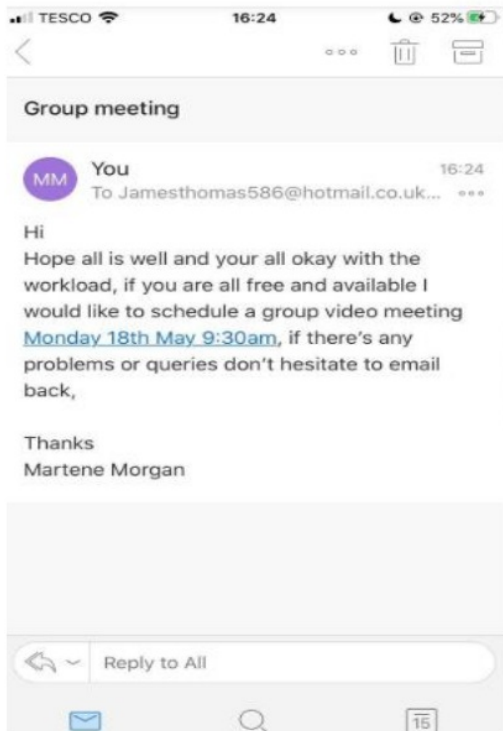


£8.00

£4.00

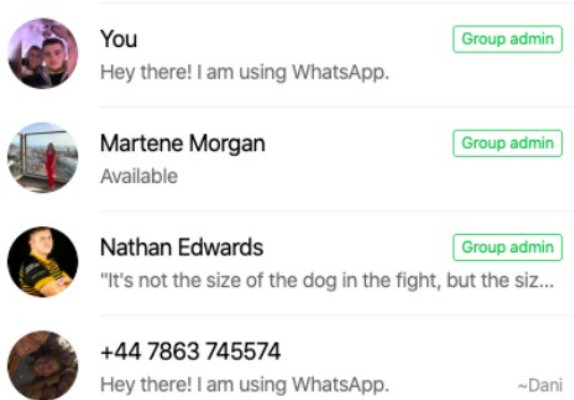


30. Group co-ordinator check-up with group through email

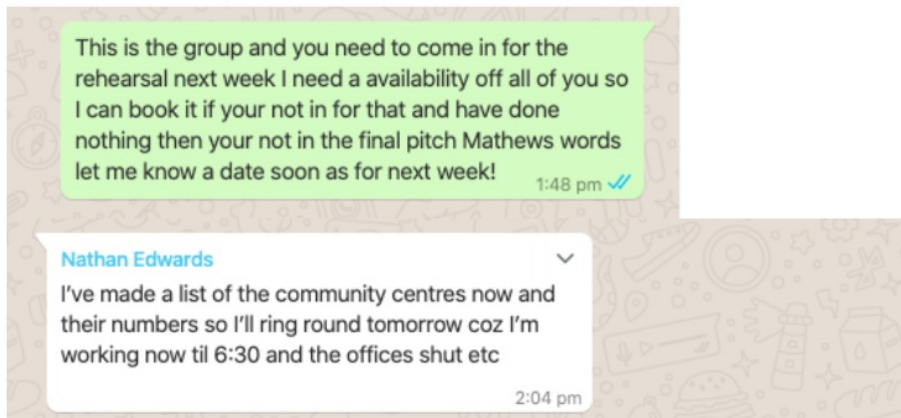


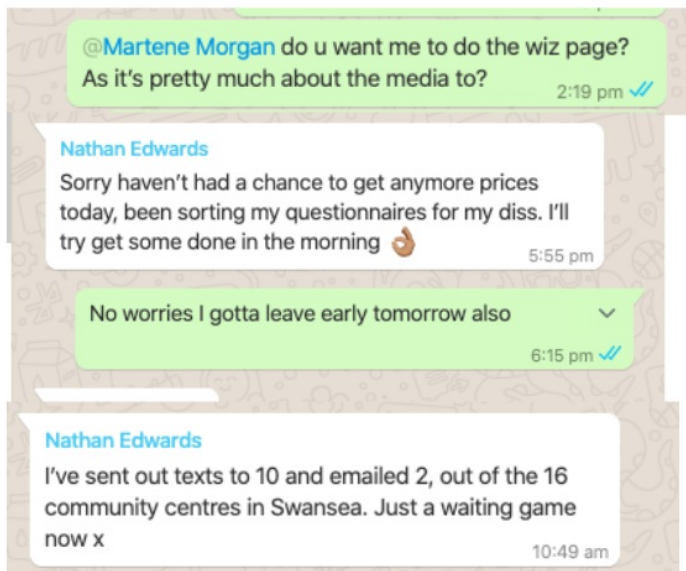
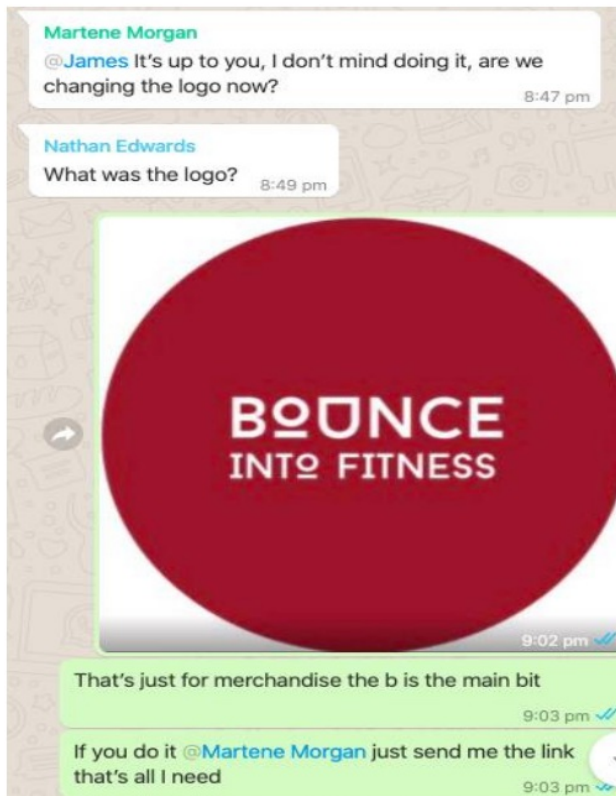
31. Group Communication

WhatsApp was heavily throughout the process of putting together bounce into fitness, this chat included the following members..



Communication to complete the task at hand.





Nathan Edwards

Presentation

Thursday 5th March 1:30pm 12:18 pm

Shirt and tie formal 12:19 pm

Martene Morgan

What colour scheme are we going for again as I'm doing the website so want it to match?

5:17 pm

Burgundy isit the same as the logo

5:17 pm ✓✓

Nathan Edwards

How much we charging per session again? 10:31 am

Create a PowerPoint on your part as in the finance and whatever else then we can combined all 4

6:27 pm ✓✓

Martene Morgan

If any of you have any information for the group can you send it to me so I can put it in the PowerPoint please

6:25 pm

Martene Morgan

We still all coming in for 12? 11:17 am

+44 7863 745574 ~Dani

I'll be a bit late as I am in the hospital with my brother,
I'll try and be quick 11:18 am

Can do later today or tomorrow 11:18 am ✓✓

Martene Morgan

I'll give a brief description, basically we are doing a trampoline fitness class, that we are charging £4 a session or £15 monthly, it will be in gyms to start with then maybe expand to community centres, @Frank if you could do promo things like leaflets/ posters, offers on them for like bring a friend pay half price etc (colour scheme is burgundy and orange) and @Dani if you could do environmental analysis so saying how it will be good for environment using PEST or SWOT I think.

11:35 am

+44 7863 745574 ~Dani

Hey guys, just curious how will the app work? 4:05 pm

Martene Morgan

Rehearsal for presentation is 10am Monday 3:01 pm

Martene Morgan

Could you all send me the work you've done so far so I can put it in the PowerPoint ready for the practise tomorrow

10:29 am

Have I sent you mine?

10:31 am ✓✓

Martene Morgan

Yeah I've got yours and Nathan's

10:32 am

Nathan Edwards

Martene, what did I need to write about again sorry? Was it just women's participation in sport in Swansea and how making it a female and Male only class aswell as mixed would help with confidence etc isi?

12:03 pm

Martene Morgan

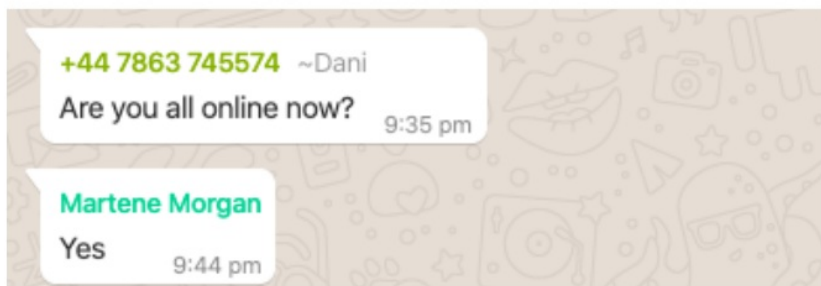
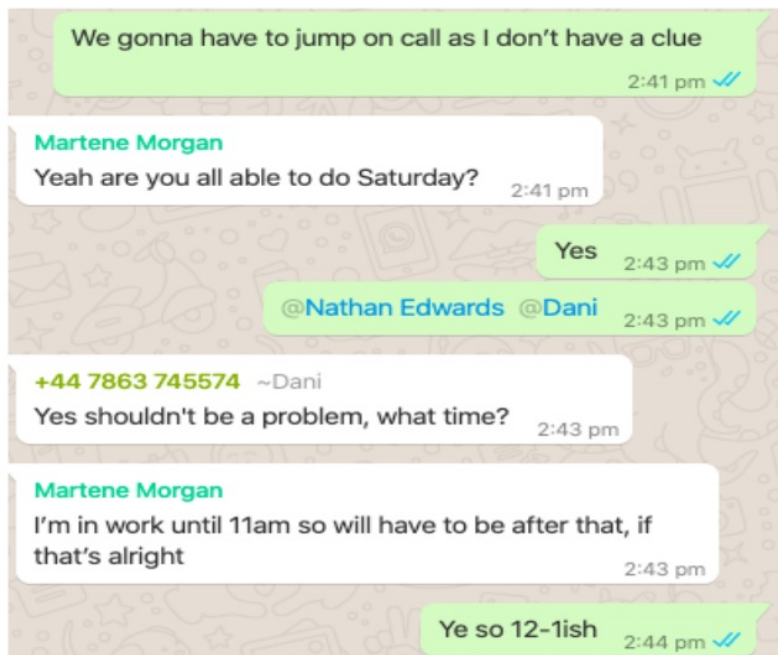
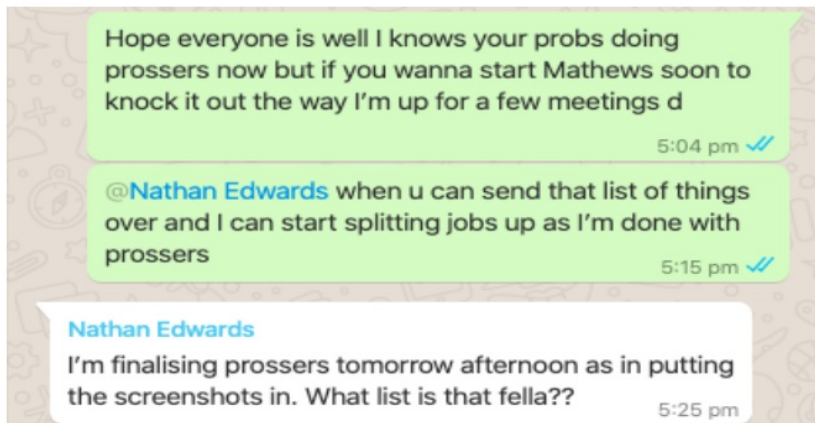
Yeah seeing if you could get any graphs to show how bad female participation is in Wales/Swansea

12:15 pm

Martene Morgan

Shall I do the first page up until marketing strategy as I did basically all that in my part of the pitch?

2:41 pm



@Nathan Edwards your on "equipment" from what I've seen on the past papers they are all cost 4:29 pm ✓✓

When everyone has time I need to know some of your involvement in sport and also 1 or 2 qualifications or experience in sport/buisness can just post here and I'll copy it in 6:43 pm ✓✓

Martene Morgan
Are we saying the app is included with this? 2:54 pm

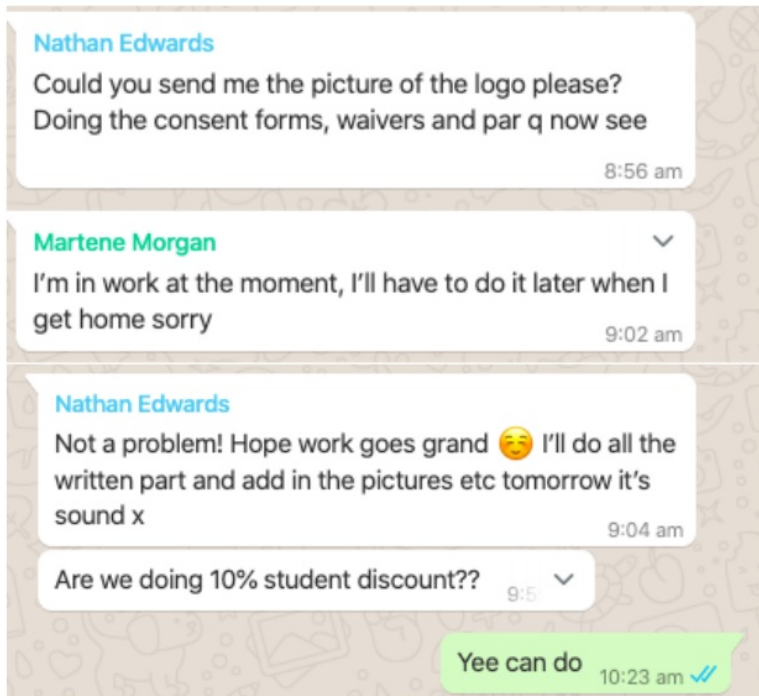
if anyone can call that be class as we can clear up part 2 @Dani @Nathan Edwards @Martene Morgan whats days best? 3:44 pm ✓✓

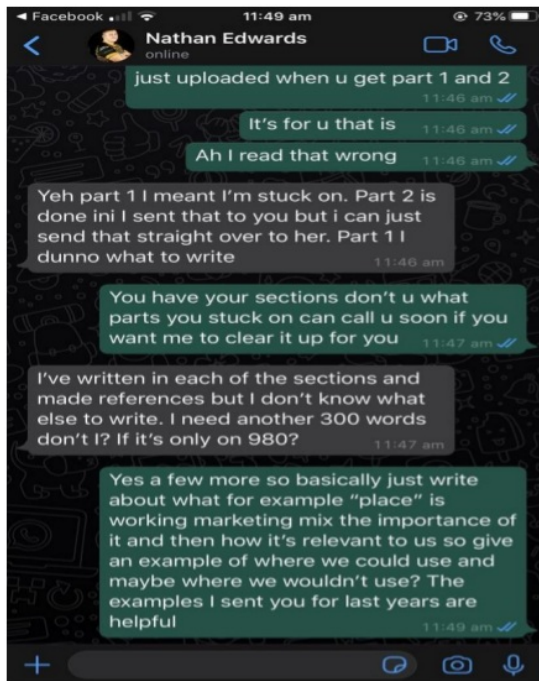
today? tomorrow? 3:46 pm ✓✓

Martene Morgan
I'm free now too 3:50 pm

Martene Morgan
I'm going to be a pain, can you try and send your sections to me by Tuesday night as I'm working Thursday all day so at least will have Wednesday day then, thanks 7:09 pm

Martene Morgan
I'm in work till 8:30 again, so if we do it will have to be around 9pm? 10:45 am





32. PAR-Q for clients/ participants to fill in before joining

BOUNCE INTO FITNESS		
PHYSICAL ACTIVITY READINESS QUESTIONNAIRE (PAR-Q)		
First Name:		
Last Name:		
Date of Birth:		
Preferred Contact Number:		
Emergency Contact Name:		
Emergency Contact Number:		
Health Questions	Yes	No
1. Is there any history of heart disease from anyone in your family under 50 years of age?	☐	☐
2. Do you have any joint or bone problems that may be made worse through physical activity?	☐	☐
3. Are you pregnant or have had a baby within the past 6 months?	☐	☐
4. Have you ever suffered from heart disease, high blood pressure or any other cardiovascular conditions?	☐	☐
5. Have you got any medical conditions that may be worsened from physical activity?	☐	☐
6. Have you had any operations in the past 2 years?	☐	☐
7. Have you ever experienced any chest pains?	☐	☐
8. Do you ever feel faint or have spells of dizziness?	☐	☐
9. Are you a newcomer to exercise and aged over 35 (male) or 45 (female)?	☐	☐
10. Do you smoke? – if yes how many per day? _____	☐	☐

11. Do you suffer from Asthma or any respiratory problems? ☐ ☐

12. Are you currently taking any medication? ☐ ☐

If you have answered yes to any of the questions above, please give more details and information below. Please also be as detailed as you feel necessary to make the coaches aware if anything were to happen and if there are any medical conditions or disabilities please state these in the explanation too. (eg- Diabetes, Asthma, Dyspraxia, etc.)

If anything changes from the above then you MUST make the coaches aware of this and you will be required to fill out this form again for your safety and our own. I agree that all of the information given is current and that I have not left out any past medical information that Bounce into Fitness needs to be aware of.

FULL NAME (PRINTED): _____

SIGNED: _____ DATE: _____

34. Waiver for participants to fill in

BOUNCE INTO FITNESS WAIVER FORM	
I, ... address that I acknowledge the rules and use of the trampolines at Bounce into Fitness. I acknowledge that the use of the trampolines can be dangerous and may cause serious injury or death if policies and rules are not adhered to. If I <u>do not</u> adhere to these rules and policies, then I understand that the privilege to use the trampolines and the privilege to attend the sessions may be taken away from myself and those involved. I have been given the rules and have read and understood them; i) ONE PERSON PER TRAMPOLINE AT ANY ONE TIME ii) PARTICIPANTS MUST ADHERE TO THE 2 METRE SOCIAL DISTANCING RULE iii) TRAMPOLINES MUST BE SANITISED BEFORE AND AFTER USE BY THE USER FROM THE SANITISER PROVIDED BY THE VENUE iv) MUST HAVE A FORM OF HYDRATION WHEN IN ATTENDANCE OF THE SESSIONS v) ANYTHING OTHER THAN WATER MUST BE PUT IN THE LOCKERS OF THE VENUE OR IN THE DESIGNATED BAG AREA OF THE VENUE vi) WATER BOTTLES MUST BE PLACED OFF THE TRAMPOLINES AND CONSUMED OFF OF THE TRAMPOLINES vii) PARTICIPANTS MUST STOP IMMEDIATELY IF THEY FEEL ANY PAIN OR EXTREME DISCOMFORT	viii) PARTICIPANTS MUST NOT USE ANY OF THE EQUIPMENT UNLESS SUPERVISED BY ONE OF THE BOUNCE INTO FITNESS COACHES ix) APPROPRIATE FOOTWEAR MUST BE WORN (TRAINERS) BY ALL ATTENDING THE SESSIONS AND IF THEY CHOOSE NOT TO THEN THEY DO SO AT THEIR OWN RISK x) ANY BAD BEHAVIOUR OR MISTREATMENT OF EQUIPMENT MAY RESULT IN THE REMOVAL OF THE PARTICIPANTS INVOLVED FOR THE FORSEEABLE FUTURE OR INEVITABLY. FILED NOTIFICATIONS WILL BE KEPT BY THE COACH IN CHARGE OF THE SESSION AND THE ORGANISATION TO ENSURE THE SAME PERSON MAY NOT JOIN AGAIN. I further release Bounce into Fitness from all responsibility should an injury occur when participating at the session if I am not adhering to the rules and policies set by the organisation. NAME (PRINTED): SIGNED: DATE:   

35. Photo consent form

BOUNCE INTO FITNESS PHOTO CONSENT FORM
I, ... give consent/ do not give consent (please circle) to have my photographs taken during sessions. I understand that these may be used for social media and marketing of Bounce into Fitness. I also give permission/ do not give permission (please circle), to be filmed/videoed and understand that these may be used in the social media and/or the marketing of Bounce into Fitness. Name (printed): Signature: Date:/...../.....   

Uni Completed it.

GRADEMARK REPORT

FINAL GRADE

/100

GENERAL COMMENTS

Instructor

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1. ENGAGEMENT

(including reading, referencing, academic conventions and academic honesty).

FAIL 0-29%	Little or no evidence of reading and/or reliance on inappropriate sources. Views and findings mostly unsupported and non-authoritative. Referencing conventions used incoherently or largely absent.
MARGINAL FAIL 30-39%	Poor engagement with essential reading. No evidence of wider reading. Reliance on inappropriate sources, and/or indiscriminate use of sources. Heavily reliant on information gained through class contact. Inconsistent and weak use of referencing.
SATISFACTORY (3RD / PASS)	Engagement with a limited range of mostly relevant and credible sources. Some omissions and minor errors. Referencing conventions evident though not always applied accurately or consistently.
GOOD (2.2 / PASS) 50-59%	Engagement with an appropriate range of research-informed literature, including sources retrieved independently. Some over-reliance on texts. Referencing may show minor inaccuracies or inconsistencies.
VERY GOOD 60-69% (2.1 / M)	Engagement with a wide range of research-informed literature, including sources retrieved independently. Selection of relevant and credible sources. Very good use of referencing, with no/very few inaccuracies or inconsistencies.
EXCELLENT 70-79% (1ST / D)	Engagement with an extensive range of relevant and credible literature, informed by the latest research. Consistently accurate application of referencing.
EXCEPTIONAL 80-100% (1ST)	Exceptional engagement with an extensive range of relevant and credible literature, informed by the latest research. High-level referencing skills consistently and professionally applied.

2. KNOWLEDGE

FAIL 0-29%	Major gaps in knowledge and systematic understanding of the subject matter. Substantial inaccuracies. No awareness or knowledge of the latest research and/or advanced scholarship within the discipline.
MARGINAL FAIL 30-39%	Gaps in knowledge, with only superficial systematic understanding. Some significant inaccuracies and/or irrelevant material. No awareness or knowledge of the latest research and/or advanced scholarship within the discipline.
SATISFACTORY (3RD / PASS)	Limited knowledge and systematic understanding of the relevant concepts and principles within the subject area which to some limited extent, is informed by current research and scholarship.
GOOD (2.2 / PASS) 50-59%	Knowledge is reasonably detailed, accurate with a good systematic understanding of the field of study and to some extent, current research and scholarship.
VERY GOOD 60-69% (2.1 / M)	Knowledge is reasonably extensive coherent and detailed. Exhibits very good understanding of the breadth and depth of established views, and the work is, at least in

part, well-informed by current research and scholarship.

EXCELLENT 70-79% (1ST / D)	Excellent coherent and detailed knowledge and systematic understanding of the principles and theories of current research and scholarship. Clear awareness of challenges to established views and the limitations of the knowledge base.
EXCEPTIONAL 80-100% (1ST)	Exceptionally coherent and detailed knowledge and systematic understanding of the principles and theories of the subject, well-informed by current research and scholarship. A critical, sophisticated and nuanced awareness of the ambiguities and limitations of knowledge.

3. COGNITIVE

FAIL 0-29%	Wholly or almost wholly descriptive work. Little or no analysis, synthesis or evaluation. Failure to develop arguments, leading to illogical or invalid judgements. Unsubstantiated generalisations, made without use of any credible evidence.
MARGINAL FAIL 30-39%	Largely descriptive work, with superficial use of critical evaluation. Weak development of arguments and judgements. Information accepted uncritically, uses generalised statements made with scant evidence and unsubstantiated opinions. Ideas sometimes illogical and contradictory.
SATISFACTORY (3RD / PASS)	Limited attempt at critical thinking, analysis, synthesis and evaluation, tending towards description. Some evidence to support emerging arguments and judgements but these may be underdeveloped or with a little inconsistency / mis-interpretation. Asserts rather than argues a case.
GOOD (2.2 / PASS) 50-59%	Some critical thinking, analysis, synthesis and evaluation. Can analyse new and/or abstract concepts and data without guidance. An emerging awareness of different stances and ability to use evidence (that may be incomplete) to support the argument. Mostly valid arguments and logical judgements. Some tendency to assert/state opinion rather than argue on the basis of reason and evidence.
VERY GOOD 60-69% (2.1 / M)	Sound critical thinking, analysis, synthesis and evaluation demonstrating critical thinking. Ability to devise and sustain persuasive arguments, and to review the reliability, validity and significance of evidence (that may be incomplete) to make mostly appropriate and valid judgements.
EXCELLENT 70-79% (1ST / D)	Excellent critical thinking, analysis, synthesis and evaluation. Ability to investigate contradictory or incomplete information and make strong, persuasive, arguments and sophisticated judgements. Some evidence of independent thought and ability to 'see beyond the question', suggesting a grasp of the broader field and wider concepts.
EXCEPTIONAL 80-100% (1ST)	Exceptional critical thinking, analysis, synthesis and evaluation based on judiciously selected evidence. Ability to investigate contradictory or incomplete information and make strong, persuasive, arguments and sophisticated, nuanced, judgements. Evidence of independent thought and ability to 'see beyond the question', suggesting an outstanding grasp of the broader field and wider concepts.

4. PRACTICAL

FAIL 0-29%	Limited or no use of methods, materials, tools and/or techniques. Little or no appreciation of the context of the application. Limited understanding of the application of theory to practice or making appropriate links between the two. Very weak problem-solving skills in complex and unpredictable contexts.
MARGINAL FAIL 30-39%	Rudimentary application of methods, materials, tools and/or techniques but without consideration and competence. Flawed appreciation of the context of the application. Weak understanding of the application of theory to practice, with only occasional evidence of making appropriate links between the two. Weak problem-solving skills in complex and unpredictable contexts.
SATISFACTORY (3RD / PASS)	An adequate awareness and mostly appropriate application of well-established methods, materials, tools and/or techniques. Basic appreciation of the context of the application. Theoretical knowledge and understanding applied in practice, but not always making logical links between the two. Can identify problems and propose basic solutions in complex and unpredictable contexts without fully appreciating the complexity.
GOOD (2.2 / PASS) 50-59%	A good and appropriate application of standard methods, materials, tools and/or techniques. Clear appreciation of the context of the application. Mainly consistent, accurate and logical application of theory to practice, making appropriate links between the two Can identify problems and propose mostly appropriate solutions in complex and unpredictable contexts.
VERY GOOD 60-69% (2.1 / M)	A very good application of a range of methods, materials, tools and/or techniques. Very good consideration of the context of the application, with perceptive insights. Can identify problems and propose appropriate solutions in complex and unpredictable contexts. Evidence of some innovation and creativity.
EXCELLENT 70-79% (1ST / D)	An advanced application of a range of methods, materials, tools and/or techniques. The context of the application is well considered, and insightful. Application and deployment extend beyond established conventions. Can identify complex problems and propose excellent solutions. Innovation and creativity evident.
EXCEPTIONAL 80-100% (1ST)	Exceptional levels of application and deployment skills in unpredictable, practical contexts, drawing skilfully on the latest research within the discipline. Can identify complex problems and propose sophisticated solutions. Assimilation and development of cutting edge processes and techniques.

5. TRANSFERAB

FAIL 0-29%	Communication medium is inappropriate or misapplied. Work is poorly structured, disorganised and/or confusingly expressed. Very weak use of language and/or very inappropriate style. Little or no evidence of autonomy (or collaboration, where relevant) in the completion of tasks. Little or no evidence of the skills required in graduate employment.
MARGINAL FAIL 30-39%	Communication medium is poorly designed and/or not suitable for the audience. Work is poorly presented in a disjointed manner. It is loosely, and at times incoherently, structured, with information and ideas often poorly expressed. Weak use of language and/or inappropriate style. Weak independent initiative (or collaboration, if relevant).

Limited evidence of the skills required in graduate employment.

SATISFACTORY (3RD / PASS)	Can communicate in a suitable medium but with some room for improvement. Mostly ordered presentation and structure in which relevant ideas / concepts are reasonably expressed. Work may lack coherence in places. Can work as part of a team, but with limited involvement in group activities. Demonstrates the basic skills required in graduate employment, with some areas of minor weakness.
GOOD (2.2 / PASS) 50-59%	Can communicate effectively in a suitable format, but may have minor errors. Mostly coherent, organised work, in a suitable structure and is for the most part clearly expressed. Can work effectively independently and/or as part of a team, with clear contribution to group activities. Demonstrates the skills required in graduate employment, with some areas of strength and some of minor weakness.
VERY GOOD 60-69% (2.1 / M)	Can communicate well, confidently and consistently in a suitable format. Work is coherent, fluent, well-structured and organised. Can work very well autonomously and/or as part of a team, with very good contribution to group activities. Demonstrates very good graduate employment skills, with just occasional minor weakness.
EXCELLENT 70-79% (1ST / D)	Can communicate professionally confidently and consistently in a suitable format. Work is coherent, very fluent and is presented professionally. Can work autonomously with initiative. Where relevant can work professionally within a team, showing leadership skills as appropriate, managing conflict and meeting obligations. Demonstrates excellent graduate employment skills and an appetite for further development.
EXCEPTIONAL 80-100% (1ST)	Can communicate with an exceptionally high level of professionalism. Work is exceptionally coherent, very fluent and is presented professionally. Can work exceptionally well and professionally within a team, showing advanced leadership skills. Demonstrates exceptional graduate employment skills and an appetite for further development.