

CASE STUDY

fit for business

EBP
NATIONAL NETWORK

L O N D O N R E G I O N

Theme: Leisure & Tourism
EBP: WANDSWORTH BEST
Partners: Wellington Fitness Centre
Students: for Year 10 students of Ernest Bevin College Boys Community School

Aims

- To study a model of a business.

Procedure

The teacher worked with the owner of the gym to devise the programme.

Wellington is a small independent gym and fitness centre run by a local entrepreneur. The centre offers a wide range of services including personal training, aromatherapy and training for those interested in becoming fitness coaches.

Programme

The gym was used as a point of reference when working through several areas of the course:

- Investigating How Businesses Work
- How Businesses Develop
- Running a Business (and in particular running a leisure & fitness facility)

The students were given a group tour of the premises, which was followed by a short talk about how the business developed focusing on the business status and why this model was chosen, the marketing strategy and how it is positioned in the market alongside larger organisations. Students were given the opportunity to ask questions.

Outcomes

- This link will continue until the end of this year.
- A follow-up session is planned when the employer will conduct another short presentation at school.
- The employer will act as a mentor to the group – he will be a source of reference and his business model will be used as one example of a small business.

Progression

- This relationship will be developed further through an 'E-mentoring'-type link where the group can have regular contact with the business partner via email.
- The business link may be extended to support Leisure & Recreation courses and general motivational programmes being organised by the school.

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