



Long Road Sixth Form College

Applied Business Studies

Summer Work

Name:
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Introduction

The OCR Level 3 Applied Business Studies course is a practical qualification that develops knowledge and skills needed for the modern business world. Over two years, students complete five units covering the business environment, customers and communication, marketing, project management and working in business. The course combines externally assessed exams with coursework, allowing students to apply their learning to realistic business situations. Students explore how businesses operate, make decisions, manage customers, respond to change and achieve their objectives. The qualification is equivalent to an A Level and provides excellent preparation for university, apprenticeships and careers in business-related industries.

Task 1 – The External Environment

Businesses do not exist in a vacuum. Businesses must consider the external environment because it consists of factors outside their control that can determine their success or failure.

Two key reasons for monitoring these influences include:

Survival: Many businesses fail because they do not understand their market or competitors. Failing to respond to external changes, as seen with Blockbuster's failure to adapt to digital trends, can lead to bankruptcy.

Planning and Decision-Making: Understanding external data allows a business to set realistic objectives and make informed decisions about product pricing, target markets, and location

The external environment is made up of six different factors, the PESTLE factors. You need to fill in the table below using your own knowledge or research.

External Environment	Topic	Notes
Political	Political Instability	
	Change of Government	

	Government Initiatives (Subsidies)	
Economic	Interest Rates	
	Exchange Rates	
	Inflation	
	Unemployment	
	Taxation	
Social	Demographic Change	
	Attitudes to Work	
	Disposable Income	
	Social Trends	
	Cultural Beliefs	
Technological	Automation	
	Digital Communication	
	Purchasing (EPOS)	
	M - Commerce	
Legal	Companies Act	
	Partnership Act	

	Sale and Supply of Goods Act	
	Supply of Goods and Services Act	
	Consumer Protection Act	
	Equality Act	
	Health and Safety at Work Act	
	Working Time Directive	
	National Minimum Wage Act	
	Data Protection Act	
	Copyright, Designs + Patents Act	
	Planning Permission	
Ethical / Environmental	Ethical treatment of Employees	
	Ethical treatment of Customers	
	Carbon Emissions	
	Transport Miles	
	Sustainable practices (e.g. green energy)	
	Corporate Social Responsibility	

Task 2 – Constraints on Communication

Stakeholders are individuals, groups, or organisations with an interest in a business, either because they are affected by its activities or because they can influence its actions. As different stakeholders often have conflicting objectives—such as owners wanting higher profits while employees want higher wages—businesses must find ways to manage these competing interests

Effective communication with stakeholders is vital for a business's success and survival. Key reasons include:

Building Trust and Positive Perception: Regular listening and communicating help develop trust and ensure stakeholders view the business positively. For example, meeting employee needs can increase motivation and productivity.

Conflict Resolution: It allows businesses to identify causes of conflict early and negotiate solutions before they escalate into major disruptions.

Avoiding Negative Consequences: Failing to communicate often leads to bad publicity, damage to reputation, and customer boycotts. It can also result in practical hurdles, such as being denied planning permission for expansions.

However, businesses cannot just communicate without oversight and regulation. There are several things that businesses need to keep in mind when they are producing communication material. You need to fill in the table below explaining what these constraints on communication are.

Constraint on Communication	Topic	Notes
Legal Constraint	Intellectual Property Rights	
	Copyright	
	Data Protection ACT	
	Computer Misuse Act	

	Advertising Standards Authority	
Ethical Constraints	Use of Internet Policies at work	
	Whistle Blowing Policies	
	Staff Handbook Content	
	Unfair terms in Contracts of Employment	
Security Constraints	Monitoring of Staff Communication using Business Equipment	
	Maintaining communication Confidentiality	
	Communication Storage	
	Communication Back-up Policies	

Task 3 – Nuffield Health

Nuffield Health is the UK's largest healthcare charity. It provides a range of services including private hospitals, medical clinics, gyms, physiotherapy, health assessments and workplace wellbeing programmes. Unlike private companies, it has no shareholders, so any surplus money it makes is reinvested into improving services and facilities rather than being paid out as profit.

The business is organised into two main operating areas: Private Hospitals and Wellbeing (gyms, fitness centres, health assessments and workplace health services). Overall strategy is set by a Board of Governors (who are also charity trustees), while day-to-day operations are managed by senior executives led by the Chief Executive.

(Nuffield Health, 2026)

Most of the coursework in year 1 is going to be based around Nuffield Health. As such I need you to be experts in Nuffield Health. You need to answer the following questions about Nuffield Health to prepare for your coursework:

1. What membership options are available?
2. How are membership fees structured?
3. What joining fees, contracts, or commitment periods apply?
4. Which Nuffield Health locations can members access?
5. What are the gym's operating hours?
6. Are trial memberships or guest passes offered?
7. What gym equipment and facilities are available?
8. Which fitness classes are included with membership?
9. What is the process for booking fitness classes?
10. Is a swimming pool available on-site?
11. Are sauna and steam room facilities included in membership?
12. What personal training services are available?
13. What induction or onboarding support is provided to new members?
14. What health assessments and wellbeing services are offered?
15. What changing room, locker, and shower facilities are available?
16. What parking and transport options are available?
17. What are the membership cancellation and freeze policies?
18. What discounts or special membership rates are available?
19. What are the gym's peak and off-peak usage times?
20. What are the access requirements and check-in procedures for new members?