

## Emily Robinson- STRAND A

### A1 Describe the aims & objectives of the school

Aims and Objectives are goals that you intend to achieve by the end of the year. An aim is an important target that helps you achieve your own goal that you give yourself by the end of the lesson and to achieving your mission. An objective is a small scale goal that helps you achieve your aim it also helps you understand your aim for the lesson and to help you get a good grade for your work. This means you are setting yourself a really good challenge then you should have something to work for and something to achieve.

The main aims for the school are:

- Raise attainment at KS4
- Raise attainment in core subjects /
- Improve contextual value, by adding scores in line with the national average or better
- Raise school profile in the community
- Improve attendance

The main objective for the school is to increase GCSE by 10% each year so students can learn to their best of their own ability at KS4 and the same with the core subjects. The school could provide after school booster lessons so that students can learn a bit more so they can work towards achieving their objective that they set themselves each year. School wants students to work how they want to work and to achieve what they want to achieve so they won't be disappointed when they get their results. Another objective is to try and persuade students to come to school at least 90 % each year as the students would benefit from this, if students arrived on time then the school could reward them with prizes or improve the prizes so that the students would like to try and be rewarded with that prize. Raising school profile would help encourage students to be proud of which school they go to as they could help advertise the school.

Each year the school is given 160,000 to spend on improving the school. The greatest achievement that the money has been spent on is the sixth form environment as the money has improved the facilities. Also as the dinner hall used to be only uncomfortable

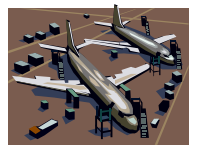
folding tables it is now comfortable separate seats so overall the school has benefited from the money and still will.

Remember all aims are the same for special needs the school wants the best from everyone!!

## A1 Describe the aims & objectives of Manchester Airport

Manchester airport has many aims and objectives many that are different from the schools, here are some of their own aims and objectives:

- Continue to grow- to do this they must develop 5 new destinations by the end of each year, increasing the frequency of flights by 30% by the future, Making sure that they provide the best quality of service in the region by giving the customers a questionnaire to answer then act on the results.
- Develop Ground and Air Feeder Services & Transfer Facility - to do this they must achieve faster transfer times by sep08/09 increase baggage handling capability and speed by employing people who have the training and buying more equipment i.e. the travel buggies. Increase refuelling speed and turn around time by spending money on refuelling equipment and fuel and to achieve faster transfer times by employing more staff.
- Increase passenger traffic - to do this they must develop domestic and short - haul international scheduled services by the year 2008/9 , protecting and increasing Manchester airports share of the inclusive tour and charter market by



## A1 Describe the ownership of the school

Bruntcliffe High School is a public sector organisation and a public sector business, this means that Bruntcliffe is owned by the government and paid for by tax. It also means that it is open to the public. If the school runs out of money then the government will give them some more, in other words the school will never go bankrupt. The consequences of the school going bankrupt wouldn't be that bad as the government would pay the debt for the school but there is a catch the money would be lent of the government and would have to

repay it back over the next year's budget and then the spending limits would have to be monitored. If the school were in massive debt then the government would find it cheaper to close the school down. There is another problem if the school goes into debt it would ruin the schools reputation and profile. Limited liability applies to the school this meaning if the school goes out of business then the school won't lose their personal possessions, only the money which had being invested into the business, but if the school was to go bust then the government would have to step in to solve the problem/issue.

### A1 Describe the ownership of Manchester Airport

Manchester Airport is run by the local authorities ( Greater Manchester Council .) Manchester Airport was a Public Sector Organisation, until the authorities were forced to change the airport to private. Greater Manchester council explored this and came to a conclusion that it became a PLC (Public Limited Company – private sector.) Manchester airport become Manchester Airport PLC. Just like any other PLC, some profit is retained in the business for reinvestment and the rest is shared between the shareholders, according to the number of shares owned. Shares can be bought by anyone through stock exchange. Manchester airport can have thousands of shareholders. Manchester airport is a limited liability which means if the company goes out of business then you won't lose your personal possessions, only the money you had invested into the business.

### A1 Describe the location of the school

Bruntcliffe School is based in Morley, south of Leeds close to many different facilities and villages. The school is close to many different villages and places so every child/student can find transport to get them to school even if they live in different areas. Even though the school is close to a retail park, there are some suburban areas such as Gildersome. Up the road from the school is a busy motorway which is a problem for the school as it would make it unsafe for children/students. This causes traffic which causes their child to be late at school. There is a car park for children/students/staff which is used to drop them off or also used to keep staffs cars. By being situated near a retail park this raises the school profile as many of people coming to the retail park would spot the school and may think that it would be a good place to put their child.

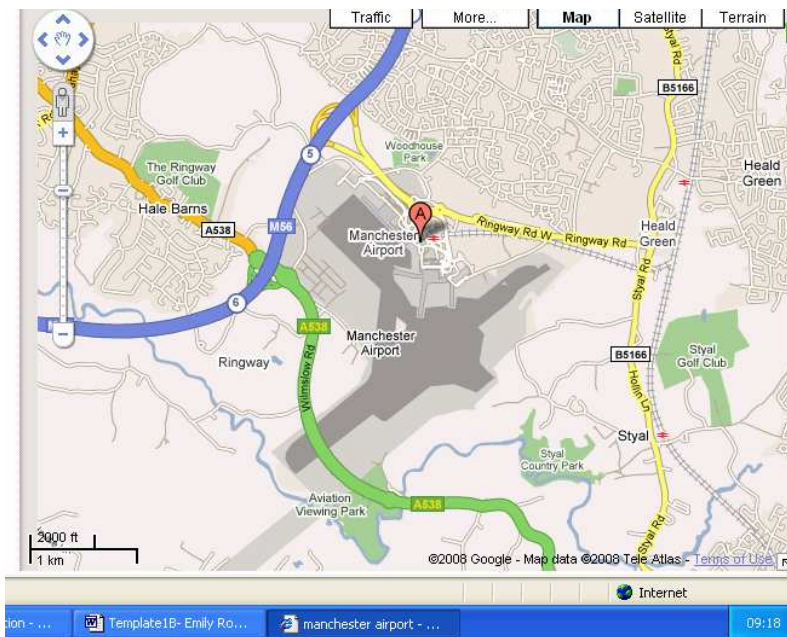
A map of Bruntcliffe is shown (below)



## A1 Describe the location of Manchester Airport

Manchester airport is situated near the south end of Manchester, not actually in the centre. I think this is because it is not too busy but it is still close enough to get to and from. It is also near a motorway which means that it would be easy to find and they wouldn't be stuck in too much traffic and miss their flight. Manchester airport has its own train station which will help the business in carrying supplies. You could even get the train from, Leeds city centre to Manchester Airport doing this would be easier as it would take straight to the airport and it would be cheaper. It's also near a motorway which is good because it means it's easy to get to and not being in too much traffic to miss their flights.





A map of the motorway links is shown above. It shows that you can get to Manchester airport by going on the B5166, (this is the yellow line)

### A1 Describe the activity of the school

Bruntcliffe schools main activities are to increase the GCSE level by 10% each year, so that students can learn how to raise attainment in KS4. Also the school want to achieve 100% attendance and improve the school profile. Another main activity is that they are offering more courses internally and externally also giving every single student an opportunity to do better for themselves. This is providing a service therefore this is in the tertiary sector. The school then has to supply things such as catering and cleaning these are in the secondary sector. If the school didn't provide these services then they would hardly get any students. The school has to compete with many other schools for example Morley high school. The main customers for the school are children and parents, parents because they choose whether or not their child attends the school.

### A1 Describe the activity of Manchester Airport

Manchester airports main activities are providing the main facilities E.g.: roads, trains, phones, runways, terminals, tickets, catering, health and safety and security is a big thing at the moment. Manchester airport also provides facilities for all people of religion offering a

multi – faith prayer room. Also offering a NHS walk – in centre, as well as aircraft parking and air traffic control which are crucial to the airport. The airport company also is a landlord and guardian of the whole site. Manchester airport provides lots of activities which include, flights, tickets, seats, shops, runways, terminals , train stations, catering, health and safety .

## A2 Compare the aims & objectives of the school & Manchester Airport

Manchester airport has many similarities to the schools aims and objectives, some of the similarities are:

- Both want to grow, more customers – they both could do this by advertising building up profile for their company and school.
- Both want to improve their facilities/services – they both could do this by doing a fund raising event to raise money to make the facilities.
- School wants to be the number 1 choice where people want to send their children to , it is the same with Manchester the airport wants to be popular it wants to be the place where people want to fly from and to.
- Both want their day to day operations to run smoothly e.g. the flights in Manchester airport to be on time, the dinner queues in the school etc.

There aren't many differences in the aims and objectives of the school and Manchester airport but here are some of them:

- School is in a public sector which means that the school is controlled by the government.
- Manchester is in the private sector which means that the company has a profit motive and it isn't controlled by the government.
- Manchester has the best thing about the company, where they can have national, international and local customers which mean that they make loads of profit.
- School has local students/ children which mean they don't have the opportunity like Manchester has for the national and international people to come over.

## A2 Compare the ownership of the school & Manchester Airport

The differences between the ownership of Bruntcliffe School and Manchester airport are :

That they aren't in the same sector, Bruntcliffe School is in the public sector and Manchester airport is in the private sector. The school has always been in the public sector. The local authority was forced to privatise the airport (transfer it from the public sector to the private sector) Because Manchester is in the private sector this means that Manchester can make more money than any other business. Customers have to pay to use Manchester airport, the school is free to use it is paid for by tax.

Bruntcliffe is run by the government and Manchester airport is run by local authorities (greater Manchester council) and shareholders. This means the money given to the school is from the government or from the taxpayers.

If the school went into debt the government would pay it all as a loan to the school, if Manchester airport went into debt then people would lose what they had invested because it is a limited liability. If the school were in massive debt then the government would find it cheaper to close the school down.

At Manchester airport anyone can invest and become a shareholder. Some profit is retained in the business for reinvestment and the rest is shared between the shareholders, according to the no of shares owned. Manchester Airport gets dividend back, but the school doesn't. Manchester Airport holds an AGM (Annual General Meeting) each year; the school doesn't have one of these. The AGM is a meeting which is held every year, everyone who has a share in the business gathers together to talk about how it is doing.

The similarities are:

- The government is similar to a board of directors so in a way the ownership is similar.

## A2 Compare the location of the school & Manchester Airport

There are many similarities between the locations of school and Manchester airport. One similarity is that both businesses are situated near busy motorways. Having motorways could be a good thing as it would raise the profile of both Manchester airport and school. Another similarity is that both have or own a train station near by, this means that anybody could travel to school or to Manchester airport. This way would help as there would be more

people going on the train which means that there would be a lot of relief for drivers on the road. It also means less traffic congestion meaning less traffic accidents in the year.

One difference is where the location of each business is one is in the south end of Manchester as you can guess it is Manchester airport and another is located in Morley in Leeds which is Bruntcliffe High school. Both locations are situated where it isn't too busy to get to and from. Another difference is that near by the school there is a retail park which also could raise their profile, Manchester airport is based around fields and motorways nothing that could draw up attention for the business. The school is also close to many suburban areas not like Manchester as it is just close to a big city. There are loads of other schools situated around Morley so the school has to keep up their profile; Manchester airport has only one competitor itself this is not a problem, there is only one main airport in Manchester and this is it.

## A2 Compare the activity of the school & Manchester Airport

There are many similarities between the school and Manchester airport. One is that both are providing a service e.g. Manchester airport is providing the service of flying and the school is offering students an education. A difference between Manchester airport and the school is that Manchester airport can gain profit whilst the school doesn't gain anything other than helping students get an education. Another similarity is that both Manchester airport and the school are on their guard as there are many competitors around. Also both Manchester airport and the school are trying to up their games a bit as with the competition around.

## A3 Suggest & justify changes to the aims & objectives of the school

Here are some of the aims and objectives that I suggest for the school:

- The school could improve the standard of the environment; an objective for this could be that the school could plant 10 trees by the end of one term. These so children can admire the nice surroundings and have a relaxing atmosphere.



- The school could improve the facilities; an objective for this is could be that the school could build a new maths block before the beginning of the year 2010 , these so children can reach their best of their own ability.
- The school could improve the standard of meals in the school, an objective for this could be doing a survey on what students like and what they don't by the end of each term. The standards of meals would encourage people to eat at school and healthy rather than junk food.

### A3 Suggest & justify changes to the aims & objectives of Manchester

#### Airport

Here are some aims and objectives that I suggest for Manchester Airport:

- Manchester Airport could improve the timing of flights coming in and going out this could make the travelling about much easier, an objective for this could be that to do a survey and ask people what they think of the new time based flights.
- Manchester airport could improve their profile, they could do this by advertising, i.e. TV adverts, posters etc.
- Manchester Airport could also improve the quality of staff service; they could do this also by giving out questionnaires and improving the training of staff.

### A3 Suggest & justify changes to the ownership of the school

The one and only change to the school would be changing it from the public sector to the private. This means that students would have to pay to go to school. Which also means most of the students currently at Bruntcliffe would not be able to afford fees so the number of students going there would fall. I think this idea wouldn't be good as if the school was in debt then the government wouldn't pay it for them as it is in the private sector. A good thing about this would be that the Results, facilities & attendance should improve. If the school was closed down then it wouldn't be able to open. The school wouldn't have enough money to reopen it and would have to raise some money and some profile as everyone would know that the school had been closed down and would want to know why. A school in the public

sector would be closed by the government and opened by the government; of course the school in the public sector would also have to raise some profile.

Also you could go into a partnership but doing this you would lose all your possessions and the business could go bust, also there would be the risk of arguing.

### A3 Suggest & justify changes to the ownership of Manchester Airport

One thing that you could change about Manchester airport is by allowing private investors invest as at the moment only shares are held by local council and the public sector (government). But this means that you would have to sell to someone that you don't know, if you sold to the council then you ask someone to verify that person who is investing. Another thing is changing it back to the private sector this would mean people would have to pay to use their service and it wouldn't be open to the public anymore. Already 10 councils own Manchester Airport and are involved in decision making so changing sector would have little affect here.

It would not work as a sole trader as Manchester airport is in the public sector and it is really busy and one person would not be able to afford to keep the business running.

### A3 Suggest & justify changes to the location of the school

The school could move to the more populated area, this meaning that there would be more people attending the school. The school could also move nearer to a retail/business park to attract more attention. At the moment the school is close to many different villages this could be an advantage for Bruntcliffe as the more villages the more students they could take on in school. There is a disadvantage of being based near a motorway it is a problem for the school as it would make it unsafe for children/students. The school could move to a more private place but they would risk losing students.

### A3 Suggest & justify changes to the location of Manchester Airport

Manchester airports location is very close to lots of motorways. This is an advantage as there will be easy access for deliveries. A disadvantage of this would be the build up of

traffic. They could also move in to the city centre as there will be more population, an advantage of this could be making more money. Manchester airport at the moment is based near houses, if it moved to the city centre there would be more houses and it would be easy for people to travel to. A disadvantage of this would be the loud noise it might force people to move away but however the nearer it is to the city centre the more surrounding people would fly with them.

### A3 Suggest & justify changes to the activity of the school

The activity for the school is providing a service for the students. The school could change this and become part of the secondary sector, by producing its own goods e.g. books, materials. The school could also expand by building outreach centres in local and public areas. To maintain their standards and think that the school should regularly invite younger children to experience their time in high school. You could design your own school/exercise books. I think this is a good idea because it would mean less money spent on buying books with a logo/design and more money spent on the things that are more important. More student work on display. I think that it would be a good idea, because it means that not only are you respecting the work of a student, you will also be saving money because you are buying random posters with no meaning against it.

### A3 Suggest & justify changes to the activity of Manchester Airport

Manchester airport provides a service to people who want to fly with them. Other businesses could set up at the airport and increase their profile. I think it would be a good idea if you had quicker departure times because it would mean that more customers are willing to fly from Manchester airport because of the consistent flight times. I think that if you make the international flights cheaper more people will fly to international countries like the Dominican Republic and Cuba.

## **STRAND B**

### **B1 Describe the work carried out by the Marketing Department of Manchester Airport**

Marketing is made up of the 4 P's. They are:

**Price-** Manchester airport charges for taking -off, landing, use of terminals, parking, check in desk. It also charges for renting shops, car parking, hotels and commission.

**Promotion-** Based on personal contacts, discussions and deal - marketing, another way of promoting Manchester airport is trying to persuade people by offering competitions e.g. winning tickets and so on. This could make people interested to get themselves involved. They also are trying to entice people to come and fly with them and to use their variety range of facilities.

**Product-** Manchester airport has a wide range of products. Some of their products include facilities parking space, runways, terminals, hotels.

**Place-** Manchester, website. This is one part of Manchester airport that they can't change.

There are many goals that Manchester airport has set for the business here are some of them:

- To promote the airport and services to airlines, tour operators, retailers and tourists
- Work directly with the Aviation Development Dept to develop relationships and also 'get on' with key existing customers - airlines & tour operators
- To increase the awareness & appeal of Manchester Airport to airlines & tour operators not currently using MA because of competition.

To achieve these goals they would have to four departments working together. These departments include:

- Trade marketing-They will provide up to date information of latest offers & facilities so they are best placed to sell the flights/ holidays.
- Commercial marketing & Brand development- They will provide a website so that customers can buy flights & holidays this way rather than in a travel agent.

- Corporate marketing- They will provide all internal marketing departments with marketing materials.
- Arts sponsorship – they will come up with ideas, methods, long term plans and actions that will make Manchester and surrounding cities a major tourist attraction. It also gives money to promote Manchester airport.

### **B1 Describe the work carried out by the Research & Development Department of Manchester Airport**

Research & Development is the functional department of business that seeks to create advantage for the organisation through innovation. Research & Developments spending can be expensive, but can actually save money for the businesses. It is important because businesses cannot afford to fall behind the competition and must be focussed on developing advantages over certain businesses. Also thinking up different ideas and bringing up new products, designing new products. Research and development is influenced by Terrorism/security – threat to passengers and the business, new technologies, e.g. biometric security measures etc. The business tries to keep ahead of competition by identifying different market segments. Manchester Airport sponsors many contacts of Research and Development which means they can get useful information from the Civil Aviation Authority passenger survey. Manchester airport each year interviews thousands of passengers as part of the Manchester Airport Passenger survey. With the information provided it is then analysed by the Senior Aviation Analyst. The analysed information is then a key source of advantage and no one is allowed to see it. The products they have developed are:

**SMS flight information service**, this ensures that the customers arrive on time to their flight or noticed of any changes to their flight.

**Biometric Technology**, this is there to stop terrorism, fraud and other crime.

**Flexible Branding**, plasma screens have been made so the operation checks in desks are more flexible and efficient.

## **B1 Describe the work carried out by the Operations Department of Manchester Airport**

Operations are day to day activities that are carried out by organisations. An operation of Manchester airport is preparing the aircraft this involves cleaners and specialist teams for re-fuelling and servicing the aircraft for boarding passengers. To occupy the passengers' meals and drinks, newspapers, magazines etc are given while baggage is being loaded onto the aeroplane. For safety reasons the amount of fuel depends on the number of passengers, baggage etc. Another operation is controlling aircraft movements at start of engine the pilot controls the air traffic controls, movement on runway; take -off and finally reaching cruising altitude. At the visual control room they control when an d if it is free for the aircraft to land and take- off. Around 50 controllers operate a 24 hour shift to manage aircraft movement. Area and approach controllers guide aircrafts in to the airport and out of the airport. Aircraft parking is another operation run at Manchester airport. Co-ordinators working within the operations tower use computer model to decide where aircraft should be parked. Keeping the runways clear and safe is a safety issue also another operation, the airfield duty managers male sure regulations are checked and observed, they also advise all airfield users to secure all their equipment and materials. A safety aspect of Manchester airport is the flock of birds they can be dangerous yet they are attracted to the Airport for food and rest. Weather forecasting is a very important operation as accurate weather forecasting is vital to the running of the Airport. Pilots need to no whether it would be safe to fly or not, they also need advanced warning about thunder storms, low cloud, fog, snow, ice etc. Fire service is also an important operation as it is there to provide instant response to incidents, they use up to date equipment. Another operation is customs and immigration they are responsible for preventing smuggling of drugs, offensive weap ons, cigarettes, tobacco and alcohol. They can sometimes be helped by trained dogs to detect drugs, cigarettes and money etc. Another operation is check - in staff they:

- Examine tickets and passports.
- Weigh and label luggage to be sent to the aircraft hold.
- Check hand baggage is within allowed dimensions and weight.
- Allocate seats and issue boarding cards with details of each passenger's seat number.

Baggage handling is another operation it uses computerised systems to move baggage on conveyor belts from the check- in hall to the sorting hall. Then after check - in

Passengers can browse round shops and facilities, Visitors to the Airport can use the facilities as well, Passengers can pass through the departure lounges where there are more shops and places to eat and drink. For passengers with a long wait until their flight there are a huge variety of shops by designer brands. Manchester recognises that kids have special needs and provides the following:

- Toddler's high chair,
- Bottle warmer and specially designed chairs for nursing mothers.

For people with special needs training is given to a wide range of people. Specially designed toilets are in most areas of the terminals and are clearly signposted. Many other services that Manchester airport offers:

- Tourist information centres.
- Places for prayer ( for every religion)

## **B2 Explain how all three departments work together (new route, under booked /over booked route)**

Manchester Airport has to consistently think of new ideas to keep ahead of their many competitors. One way they can do this is by developing new services that would beat what Newcastle, Liverpool, Leeds/Bradford and many other airports near by have on offer. One way that Manchester could keep above all the other competition would be by developing a disco inside the airport.

The reason why I would add an entertainment centre in Manchester would be for entertaining the customers. It would be a good idea because, if customer flights have been delayed then there would be some where to go instead of hangin g around the airport. A good advantage of having an entertainment centre at Manchester would be that it would also bring the airports profile up. Another good advantage would be for having surprise parties as soon as they get off of the plane, or even gett ing the customers into the holiday spirit. Also on special occasions e.g. Christmas, bonfire night, wedding etc. The entertainment centre would be based in the centre of the airport. For the children there would be a gaming area, a range of computers and o ther fun stuff that would keep the children occupied while the adults are relaxing. As well as all this for the children they would receive company merchandise e.g. t-shirts, pens, posters, free disco flyers etc. The cost of this would be £30.00 along with your flight ticket as proof you're flying with the airport or have flown with the airport.

If this was to happen, the idea would have to start with the marketing department. They would have meetings, brainstorming sessions and could even send emails to see what customers are looking for. They may even do some research for themselves to see what's already out there and what interests the customers have. Another option is to buy an already produced market research report as it would be cheaper as well as being much quicker than doing it yourself.

Opening a new terminal would help day to day running of the airport. Manchester airport could market the opening of a new terminal by advertising using leaflets and posters to make customers aware. The research and development department could research customer needs, develop design ideas, design runways buildings. The operations would be day to day activities when the terminal was built and to build the new terminal.

Attracting new retailers to the airport, Manchester airport could market this by bringing new things to the airport and advertising to show these changes. The research and development department could look at competition take surveys and questionnaires to find out what people would like in the airport to make them be attracted. The operations of this would be building maintenance and changing signs.

Attracting new customers, this could be marketed by posters, leaflets TV and radio. The research and development department would carry out research on customer needs. The operations for this would be to keep the day to day running of the business running smoothly and providing an excellent service to the customers and the public.

Finding a new route, Manchester airport could market this idea by advertising the new route to customer's sponsorship and by working with the Research & Development department. The research and development would research new routes/areas and research customer opinions. The operations for this would be to add a new route to computer systems and to check day to day running and to inform all other departments.

Providing good customer service, Manchester airport could market this idea by advertising the airport in new areas. The research and development department could find what customers think good customer service is and ask for recommendations from customers. The operation of this would be to clean the airport, make signs have helpful staff and by informing customers of delayed flights and by having information points.



### **B3 How well do the three departments work together to achieve the aims & objectives of the airport?**

By having regular meetings, this helps Manchester Airport arrange and discuss events, also talk about what's out in the world and new destinations. This shows that the three departments are working well together to achieve their aim of continuing to grow.

Communication plays a big part in Manchester airport as they have to communicate with each other and discuss their own opinions in meetings and deal with customers. Teamwork also plays a big part at Manchester airport as you have to work with a lot of people. This also shows that the three departments are working well to achieve another aim of employing more staff with this capability. Customers are well aware that marketing is doing its job.

Manchester Airport could also improve on a few things. One thing that they could improve on is using every communication needed. An example of what they could use is a computer it is faster, easier and much more efficient. Not all departments have access to research & development, this means that some information wouldn't be reliable. They only get summaries they may be missing out on the details. The main purpose of Manchester airport is to satisfy customers, well at the moment the satisfaction is a bit low because operations weren't on time. This could be something they could work on to improve.

Overall the three departments do work well with Manchester airport but could do with improving a few points. By improving these points Manchester airport will become a better place to travel from, Manchester airport will also increase their profile and gain profit by improving these points. The departments do well together because they work in co-ordination. The three departments work well together as a team because say the airport wanted a new terminal or another service the Marketing department will come up with ideas this will be sent to the Research & Development department by emails or meetings, The Research & Development department would have to research the cost of the new terminal or the service and see if it is worth the money, the R&D would then develop & design the terminal or service. After the terminal is built the operations department would do all the running of the new resource.

The three departments work together well because they correspond with each other in different and effective ways for example face to face like in meetings this is good because you can get your point across better and can influence people.

Also the three departments must work together because if they didn't the business wouldn't work together effectively. If the three departments didn't work together the departments would suffer and the airport as a whole would suffer. There would be no communication amongst the departments, causing Manchester Airport to lose out to surrounding competitors.

## STRAND C

### C1

#### Describe the how oral communication is used in the school with examples

There are many different types of oral communication within the school, such as a parent/teacher interview known as Performance Review Day (PRD). It has a significant use of communication as it is quick and efficient. This is one of the main communications in school. Teaching can become a two way communication, meaning the students will give good feedback to the teacher, by asking questions or taking part in the lesson. The oral way is an informal communication. The advantages of PRD, parents evening and in lesson communication is that everyone knows what they are doing and parents know how well their child/ren are doing in school. A disadvantage would be that if it is long message it would be easier to write down instead of verbal. Another way of oral communication is in assemblies, this also has a significant use of communication as it has to inform and advise students. This kind of communication is used to inform people about incoming events that are going to happen. E.G. informing students those things may or may not take place, this can sometimes be formal or informal. The advantages of assemblies are that everyone is being informed on a horizontal flow communication. A disadvantage is that sometimes they can cut into your lessons if too long. Another way of oral communication is verbal praise this happens of horizontal flow communication. An advantage of verbal praise would be that it makes you work better. A disadvantage would be that you have no proof of this verbal praise as it only comes from the mouth there is no written evidence to support it.

### C1

#### Describe the how written communication is used in the school with examples

The written communication is a big part of the schools system and would be used to school to inform people that events would be taking place, other than the student telling as it may be informal and letters are formal. The letters would be sent home holding some important information. The letters could consist on, reports, postcard home etc. This communication is a one way communication or if someone gives a feedback or replies to an E-mail, then it would turn to a two way communication. Also it is used on information about the register, and would be formally written on the computer. An advantage of this communication is that it gets the message to people across much easier than orally. A disadvantage of this would be that computers are not always reliable. Another way of written communication is comments in planners as they are a noticeable way of informing the parent about the progress the child has had over the term/year. An advantage of this would be there is evidence to support the comment. A disadvantage would be that you don't know if it had been read unless the planner has been signed. Another way of written communication is the

enterprise magazine this acknowledges the students attention. It informs you of the up and coming events and about what's happening within the school. This is a good way to advise students about the school curriculum. An advantage of this would be that it tells you useful information. A disadvantage would be that people would just read it then throw it in the bin after and it would have been a waste of money to create.

### C1

#### Describe the how the school uses ICT to communicate across the school with examples

The school uses much of ICT to communicate. A way they can communicate is through the Bruntcliffe website; on the website there is a link where students can access their school work. I think this is a good idea as if a student needed to finish school work they can do it from home. An advantage of ICT communication would be that if you're ill at home you would be able to do your work and not get left behind. A disadvantage would be that sometimes the link may not work properly and this causes the child to either get left behind or get told off for not doing their work. Another way of which ICT is used is in E-mails as this is quicker and efficient. An advantage of this would be that if a teacher was ill then they could send an e-mail to school to tell them they won't be there. A disadvantage of this would be that the school might not receive the e-mail. Information in the central resource library is also a good way of communicating with the students it actually helps students if the teacher is away ill. An advantage of this will be that the student can finish their work as they will know what they are doing. A disadvantage of this would be that the student may get stuck and there would be no teacher there to help them.

### C1

#### Describe the how the school uses ICT to operate the school with examples

ICT is used in two main ways Nova-T and SIMS. Nova-T is when the computer creates a timetable to the whereabouts of each student e.g. their lessons, rooms. An advantage of this would know where each student is in the case of the school needing to contact them. A disadvantage of this would be for the students sake if they weren't in their lesson then it would automatically say they want there and down as truant. SIMS is where all the students in the schools details are loaded onto a database. This means that the school can look at the whereabouts of each child e.g. their timetable. It can also hold very important information as to medical conditions in the case of an emergency, also attendance and behaviour records e.g. green slips, detentions etc.

### C2

#### Explain how effective the different methods of communication used within a department

There are many different methods of communication used within a department some very effective and some not. One method used is walkie talkie; this is a quick way to get in touch with people. An advantage of this would be that it is quick and easy. A disadvantage would be that everyone can hear what's being said it's not really private and there is the chance of interference this method is not effective. Another method used is formal meetings, this only happens once a month but in the meeting itself they take minutes of when and what happens. Before the meeting they have to plan what they are going to have the meeting about unlike the informal meeting when you just talk about stuff from your mind and not on paper or plans. An advantage of having formal meetings is that you can note stuff down about what the meeting was about. A disadvantage would be that is effective but not that effective. Another method is a memo board this wouldn't be effective. An advantage of using this method is everyone can see if, it is noticeable. A disadvantage of this would be not everyone might have read it, or can't be bothered to read it. This means that this wouldn't be the best choice of communicating with people. Another method is to communicate face to face; this is very effective as you can take a direct approach to things. An advantage of this method would be speaking direct to the person and you know their reaction and know that no one else is speaking for them. A disadvantage would be that everyone might hear what's being said.

### C3

#### Suggest & Justify changes that could be made to make the communication within the departmental area be more effective.

The changes that could make the communication within the departmental area more effective could be that they could have a briefing every morning. By doing this they can understand what kind of things they want the staffs to do and what they are aiming for. Another change could be that they could put up a notice board, by doing this they, instead of meetings could acknowledge the department without speaking to them direct. Another change could be that they could have a memo because everyone can see if, it is noticeable and it is easier to get the information out to everybody in the department. Another change to make the area more effective is that they could send emails everyday to talk to everyone about what they have throughout the day and what they need doing. Another change could be having meetings every month; this could be the chance of sharing information and listening to over people's point of view.

### C2

#### Explain how effective the different methods of communication used across the school for staff members to communicate with each other

The different methods of communication with each other are:

- Face to face communication
- Meetings
- Email
- Briefings

These different methods of communication may go to people such as senior management, the head teacher etc. By using face to face communication you can get your point straight to the person without passing the information by ie, meetings etc. Face to face communication

lets you pass information on without it being misinterpreted. By using meetings, let everyone come together and share thoughts and feelings about things. Meetings let everybody talk about what they have done throughout the time of the last meeting. By using email, it saves time and it goes straight to the person, it can also go world wide and if a person u want to talk to is like in an over country and you need to talk to them then this is the most effective way of using communication. By having briefings these help people who don't understand what they need to do and let's people/staff talk about what they want to be done.

### C3

**Suggest & Justify changes that could be made to make the communication across the school be more effective.**

To make the communication across the school more effective they could:

- Use memos
- Use emails
- Have meetings

By using memos, everyone can see if, it is noticeable and it is easier to get the information out to everybody in the school. By using emails it saves time and it goes straight to the person, it can also go world wide and if a person you want to talk to is like in an over country and you need to talk to them then this is the most effective way of using communication. By having meetings they

Let everyone come together and share thoughts and feelings about things. Meetings let everybody talk about what they have done since the last meeting.

### C2

**Explain how effective the different methods of communication used to communicate externally (other businesses/parents)**

The different methods of communication used to communicate externally are:

- Letters
- Emails
- Text messages
- Phone calls

By using email, it saves time and it goes straight to the person, it can also go world wide and if a person you want to talk to is like in an over country and you need to talk to them then this is the most effective way of using communication. Text messages can be used to notify parents efficiently and quickly in case of any problems. By using phone calls you can speak to the person direct and you don't have to send messages to and from people to get to the person who you want it to get to.

### C3

**Suggest & Justify changes that could be made to make the communication externally (other businesses/parents) are more effective.**

I suggest that to make communication externally e.g. to other business and to parents more effective that they should send letters home. This is a very efficient way of contacting someone but there is a chance of getting mislaid in the post. Another way of making this communication effective is texting someone, privately this is a more effective way of contacting as they go to the person direct. Also quicker to contact and notify the person in case of any problems or emergencies. Another effective way of this communication is by email, it saves time and it goes straight to the person, it can also go world wide and if a person you want to talk to is like in an over country and you need to talk to them then this is the most effective way of using communication it is also private, it also decreases the amount of postage going out and being delivered every day and the cost which it takes to send them. You can also contact someone by phone call; using phone calls you can speak to the person direct and you don't have to send messages to and from people to get to the person who you want it to get to.

## STRAND D

### *Identify the competitors of Manchester Airport*

Manchester airport has many competitors. It also has 4 categories of competitors including local, regional, national and international. In the local category there is Liverpool. The airports are competing for local customers, short haul flights and small scale airlines. In the regional category there are Liverpool, Leeds -Bradford and Doncaster. These airports are competing for regional leisure travellers, business people, small scale airlines, national flights, international flights and medium haul flights. In the national category there are Birmingham, Heathrow, Gatwick, Stanstead, Edinburgh, Aberdeen and Newcastle. These are all competing for national business and leisure travellers, international flights and long haul flights. Last in the International category there are Paris, Amsterdam, Schipol, New York and Frankfurt. These airports are competing for national business and leisure travellers, international flights and long haul flights, also lucrative contracts to distant airports. Each category means something. Local means within the same city or local authority. Regional means within the same county or region e.g. the north east. National means within the same country e.g. the UK. International means competing against businesses in other countries.

## Explain the impact of a change in competition on Manchester Airport

There are many types of changes that could affect Manchester Airport and what they could benefit from. One is if an airport close by closed down then Manchester airport would gain customers and also raise their reputation/ company prestige. Another one is if the other competitions decide to market new products and to develop new services, Manchester airport would have to up their market to balance the stakes a little, although they may want to develop a new service it will cost them a lot of money. Another is if more airports opened near Manchester airport there would be more competition for Manchester airport to compete with they will lose customers and also their reputation will get lowered. If there was a sudden change in management this could have an effect on Manchester airport as the manager could introduce new ideas this could make Manchester airport an enhanced company or a poorer company depending on the ideas brought up.

## D3 Suggest & justify responses to changes in the airport's competition

- If the competition changed in Manchester Airport then a suggestion I could make is for Manchester airport to higher then levels of staff training. By doing this they could increase their reputation for an overhaul good service and increase the amount of travellers using their service throughout the year.
- Another suggestion is if the business was losing custom then they could make an article in a newspaper or a television advertisement to increase custom. By doing this they increase their custom as well as gaining company prestige.
- By creating a new service, customers would want to use this service. For example if Manchester airport created an all inclusive sleep over service in case customers were forced to miss a flight due to for example weather conditions. By developing this new service customers would be interested in flying with Manchester airport as they would be reliable.

## *D1 Identify the economic conditions affecting Manchester Airport*

The economic conditions affecting Manchester airport are:

- Inflation
- Business cycle
- Economic growth
- Interest rates
- unemployment
- customer income
- government spending

Inflation, this is where the prices go up but the value of money going down. The effect this has on Manchester airport is that it erodes the value of savings, it puts off potential investors, it makes UK exports uncompetitive and also it can slow economic growth. A big effect would be that Manchester airport will gain fewer customers due to inflation as many people will not be able to fly with the cost of flying. If Manchester airport lowered there prices then still they wouldn't gain many customers and could lose money. The business cycle shows you the value of the country. It shows you the GDP (gross domestic product) which tells us the sum total of all goods and services produced and sold by an economy. It also can show you how well the country is doing and if it is in a recession then this means that there will be fewer holidays and less business flights. Economic growth is where a country produces a greater value of goods and services than previously. The benefits of this could be that:

- Increases in economic growth should enable more of everything to be produced.
- Increases in economic growth have the possibility of providing consumer goods for all.
- More consumer goods, etc... could be equated with an increase in living standards.
- Wealth generated may eventually ooze down to those who are poor by means of income distribution- taxes and benefits etc.....

Drawbacks of economic growth are that:

- Not all income are distributed equally
- Wealth is often in the hands of a few



- Trickle down does not always seem to work in practice
- Corruption may reduce redistribution effects
- In the case of the US, growth funded in the part by, military spending which do not benefit the population as a whole.

Interest rates are the price of money that you pay interest for. If the interest rates were high this would mean it would be good for savers, but it would be dreadful for borrowers because they would have to pay more money, also if there were high rates it would discourage spending this would be a disadvantage for Manchester airport as it wouldn't get custom. If the rates were low then this would also be terrible for savers but it would be good for borrowers and it would encourage spending (especially on credit), this would be a bonus advantage as they would gain a lot of custom. Unemployment is part of a vicious cycle it will have a significant impact on the unemployed. If you lose your jobs then you don't get paid then you have no money to spend this will make no profit for Manchester airport as they won't get custom if nobody has money. Then Manchester airport, their income will fall they would have to make some employees redundant, those employees won't have any money to spend so other businesses will suffer from this, this could lead to recession. Customer income will rise long with economic growth although not at the same rate. If customer income is low they don't have enough money to spend on such luxuries as air travel. Government spending must be balanced, but occasionally they spend more than they should, to balance this they must spend less the next year to make up for spending more the year before, this can have big implications for the public sector.

## **D2 Explain the impact of a change in economic conditions at Manchester Airport**

If there was a change of the economic conditions at Manchester airport the huge impact would be if inflation went up then the biggest effect would be that Manchester airport will gain fewer customers due to inflation as many people will not be able to afford the luxury of flying as they will have to spend their valuable money elsewhere. If inflation went down then people will be able to afford to fly more frequently and Manchester airport would be gaining a lot of profit because the cost of money will be lower meaning the public will have more money to spend on other things as well as flying. This will be a big advantage for Manchester airport as there will be a lot of custom. Also if Manchester airport lowered their prices then still they wouldn't gain many customers and could lose money. Another impact

would be if the Interest rates were high this would mean it would Manchester airport wouldn't get custom. If the rates were low then this would be a bonus advantage for Manchester airport as they also would gain a lot of custom. If unemployment was a big impact this could be a negative effect because customers will have no money to spend this will make no profit for Manchester airport as they won't get custom if nobody has money. If unemployment was to rise then this will make a bigger impact on Manchester airport as Manchester airport could go out of business if there is no custom. If unemployment was to decrease then Manchester airport would have and get more business.

### **D3 Suggest & justify responses to changes in economic conditions on the airport**

I would suggest that Manchester airport should pass on lower charges to the airlines to try and attract more customers and increase or maintain profits. I also could suggest that Manchester airport could bring in special offers for the airlines. – E.g. reduced landing charges for each extra flight booked. This will help the airport cover more of its fixed costs. Another suggestion is the airport could increase charges if unemployment was low and people had plenty of money to spend. Another suggestion if interest rates were high then the airport could look at the interest it pays the banks on its loans and try to renegotiate its interest payments with the lenders. This would save the airport money and therefore keep profits higher.

### **D1 Identify the environmental conditions affecting Manchester Airport**

The environmental conditions that affect Manchester airport are climate change and other weather conditions like flooding. The causes of climate change are CO<sub>2</sub> emissions from transport such as a car and buses also aircraft. The public may not want to travel on a plane due to their attitude towards this. Flooding has its disadvantages because if there is a flood then there would be no land and no space to expand their business or build, which this means there will be no profit. Environmental conditions affect Manchester airport and can cause a lot of inconvenience. Weather conditions can affect Manchester airport because if there is flooding people in some areas then the airport won't be able to open to the public

and the public won't be able to go on holiday. One way Manchester airport could be more environmentally friendly would be to recycle more and cut down the waste they don't use. Manchester airport needs to think about the local environment as well as the animals and local wildlife, the community as well as Manchester airport need to help protect the animals in the surrounding areas. Animals could become extinct because of chemicals in the soil; this could cause the plants and animals to be deformed.

## **D2 Explain the impact of a change in environmental conditions in on Manchester Airport**

The impact of a change in environmental conditions can be either bad or good. Climate change can affect Manchester airport because at the minute climate change is a big worry because they change every so often. Also climate change can affect the airport because people are starting to think about the environment and this means they don't want to use the airlines, this will affect the airport badly because they will not get any custom or will lose custom. Manchester airport is also trying to reduce the carbon footprint. Global warming is another environmental condition that could have a drastic impact on Manchester airport. The impact this could have on Manchester airport could be that they could lose custom because the public will not want to fly with them as their attitude is beginning to change. The local environment plays a big part on Manchester airport as that's where they get their custom from. Manchester airport wants to be friends with the community for the ongoing noise pollution. They could get complaints from the public and from very local residents. Because of the public's change of opinions and their different taste this makes it difficult for Manchester airport to make their needs. For this reason Manchester airport would have to raise taxes to cover this and the public may also decide to use a more environmentally friendly way of transport. Manchester airport could also encourage the public to recycle as this could decrease the amount of things such as plastic thrown away each year. Manchester could help the public to recycle by providing bins. Temperatures may rise making people not want to fly to other warmer countries; they would prefer to stay where they are. Businesses could help by recycling and by being environmentally aware. Live earth could help by increasing global awareness and having sponsors. The government could increase taxes to try and reduce pollution. The public could help by advertising and by using public transport and by recycling.

### **D3 Suggest & justify responses to changes in environmental conditions on the airport**

To make the environmental conditions on the airport better they could use greener forms of energy, by doing this they could reduce the amount of greenhouse gases going into the atmosphere. They could also reduce the amount of chemicals that could have a risk on the animals and habitats around, by doing this they could help stop animals becoming extinct and can reduce the risk of harming local wildlife. The airport could also help by using more efficient ways of transport; by doing this they could reduce the amount of natural resources to fuel the vehicles.

### **D1 Identify the competitors of the school**

Also like Manchester Airport, Bruntcliffe School have many competitors. The competitors of Bruntcliffe School, each in their own categories. These categories are local, regional, national and international. In the local category there are WoodKirk High, Morley High, South Leeds High and Heckmondwick. These schools are competing for students. In the regional category there are all the other schools in the north of England. These schools are competing for results, reputation and prestige. In the national category there are all the other schools in England. These schools are competing for results, reputation and prestige. Last in the international category there are all the other schools in the world (no real competition at this level for Bruntcliffe). All these schools are competing for results, reputation and prestige.

### **D2 Explain the impact of a change in competition on the school**

There are many types of changes that could affect Bruntcliffe School and what they could benefit from. One is if a school close by closed down then Bruntcliffe School would gain

students/customers and also raise their reputation/ company prestige. Another one is if the other competitions decide to market new products and to develop new services, Bruntcliffe School would have to up their market to balance the stakes a little, although they may want to develop a new service it will cost them a lot of money, money they may not have. Another is if more schools opened near Bruntcliffe School there would be more competition for Bruntcliffe School to compete with they will lose students/customers and also there reputation will get lowered. If there was a sudden change in management this could have an effect on Bruntcliffe School as the manager could introduce new ideas this could mean Bruntcliffe school a better company or a worse company depending on the ideas brought up.

### **D3 Suggest & justify responses to changes in the school's competition**

- If the competition changed in Bruntcliffe School then a suggestion I could make is for Bruntcliffe School is to higher then levels of staff training. By doing this they could increase their reputation for good service and increase the amount of students attending the school throughout the year.
- Another suggestion is if the school was losing custom then they could do an open day at the school by showing possible students around the school. By doing this they increase their chance of getting a new student and increase their well known reputation.
- By creating a new service, students would want to use this service. By developing this new service students would be interested in attending Bruntcliffe School.

### **D1 Identify the economic conditions affecting the school**

The economic conditions affecting Bruntcliffe School are:

- Inflation
- Business cycle
- Economic growth
- Interest rates
- unemployment

- customer income
- government spending

Inflation, this is where the prices go up but the value of money going down. The effect this has on Bruntcliffe School is that it erodes the value of savings, it puts off potential investors, it makes UK exports uncompetitive and also it can slow economic growth. A big effect would be that Bruntcliffe School will be that they will have to pay more for things such as computers. The business cycle shows you the value of the country. It shows you the GDP (gross domestic product) which tells us the sum total of all goods and services produced and sold by an economy. It also can show you how well the country is doing and if it is in a recession. If the business cycle is low then the government will have less to spend on the education system. Economic growth is where a country produces a greater value of goods and services than previously. The benefits of this could be that:

- Increases in economic growth should enable more of everything to be produced.
- Increases in economic growth have the possibility of providing consumer goods for all.
- More consumer goods, etc... could be equated with an increase in living standards.
- Wealth generated may eventually trickle down to those who are poor by means of income distribution- taxes and benefits etc.....

Drawbacks of economic growth are that:

- Not all income are distributed equally
- Wealth is often in the hands of a few
- Trickle down does not always seem to work in practice
- Corruption may reduce redistribution effects
- In the case of the US, growth funded in the part by, military spending which do not benefit the population as a whole.

Interest rates are the price of money that you pay interest for. If the interest rates were high this would mean it would be good for savers, but it would be bad for borrowers because they would have to pay more money, also if there were high rates it would discourage spending. If the rates were low then this would also be bad for savers but it would be good for borrowers and it would encourage spending (especially on credit). Unemployment is part of a vicious cycle it will have a significant impact on the unemployed. If you lose your jobs

then you don't get paid then you have no money to spend this could effect Bruntcliffe because the government will be paying more on giving the unemployed benefits. Customer income will rise long with economic growth although not at the same rate. If customer income is low they don't have enough money top spend on such luxuries. Government spending must be balanced, but occasionally they spend more than they should, to balance this they must spend less the next year to make up for spend ing more the year before, this can have big implications for the public sector.

### ***D2 Explain the impact of a change in economic conditions on the school***

If there was a change of the economic conditions at Bruntcliffe School the huge impact would be if inflation went up then the biggest effect would be Bruntcliffe School will not have many students as the public would not be able to travel to and from school. If inflation went down then people will be attend school regularly and the school. Another impact would be if the Interest rates were high this would mean it would. If unemployment was a big impact this could be a negative effect because students and their parents will have no money to spend this will mean they cannot travel to and from school. If unem ployment was to rise then this will make a bigger impact on Bruntcliffe School as they could go out of business if there are no students. If unemployment was to decrease then Bruntcliffe School would have and get more business.

### ***D3 Suggest & justify responses to changes in economic conditions on the school***

I would suggest that the school should have a more detailed budget for its spending this means it should be more efficient so they know what their own budget is in advance. Another suggestion could be that the school could use part of this year's budget to pay for items for next year. This would be a good idea because they would be better prepared for the new school year and have clear ideas of what was left to purchase new stuff. This would then balance the amount of sending each year.

### ***D1 Identify the environmental conditions affecting the school***

The environmental conditions that affect Bruntcliffe School are climate change and other weather conditions like flooding. Environmental conditions affect Bruntcliffe School and can cause a lot of problems. Weather conditions can affect Bruntcliffe School because if there is flooding people in some areas then the school won't be able to open to the public and the public won't be able to attend school. One way Bruntcliffe School could be more environmentally friendly would be to recycle more and cut down the waste they don't use in School. If there was such as a high wind then the school would have to be closed for the safety of the children as well as staff and students not being able to travel to school due to these high winds. The other thing that could affect Bruntcliffe school is litter they could think about reducing this and thinking about the local wildlife.

### ***D2 Explain the impact of a change in environmental conditions in on the school***

The impact of a change in environmental conditions can be either bad or good. Climate change can affect Bruntcliffe School because at the minute climate change is a big worry because they change every so often. The local environment plays a big part on Bruntcliffe School as that's where they get their students from. Bruntcliffe School wants to be friends with the community for the ongoing noise coming from and around the school. They could get complaints from the public and from very local residents. Bruntcliffe School could also encourage the public to recycle as this could decrease the amount of things such as plastic thrown away each year Bruntcliffe school could help the public to recycle by providing bins. Businesses could help by recycling and by being environmentally aware. Live earth could help by increasing global awareness and having sponsors. The government could increase taxes to try and reduce pollution. The public could help by advertising and by using public transport and by recycling



### *D3 Suggest & justify responses to changes in environmental conditions on the school*

To make the environmental conditions at the school better they could use full air conditioning in the classrooms, this would help the students concentrate better instead of working in a hot sweaty room. Another suggestion I could make is that the school could increase the amount of recycling and reduce the amount of waste they don't use. They could also encourage the students to walk to school, this would reduce the amount of noise pollution and air pollution and it will also increase the amount of exercise the students will get. They could also make parents understand that when they pick their child up from school that they cause congestion and also the amount of noise pollution and to improve this, the school could put cones or yellow lines around the school preventing the parents so they cannot access the ground to pick their child up.