

Monday 13 May 2013 – Morning

AS GCE LEISURE STUDIES

G182/01/CS Leisure Industry Practice

CASE STUDY

Duration: 1 hour 30 minutes



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Dance Yourself Dizzy

Andre Sanchez and his wife, Christina, are former Latin American dance champions who have opened their own dance studio and school called Dance Yourself Dizzy in Wetherington. Wetherington is a medium sized town in the south east of England. The town has above average levels of employment and the population profile shows a bias towards a younger age group. The dance studio is located on one of the main roads through the town, with a good shop front for passing traffic and pedestrians to see. The dance school does have a website, which is one of its main forms of advertising, together with the frontage of the building. Dance Yourself Dizzy also sponsors the annual Wetherington dance festival. 5

The dance school has a range of facilities including:

- three dance studios, each with a sprung floor and wall mirrors 10
- a reception with a shop area selling dancing equipment, snacks and drinks
- changing rooms with showers and lockers
- a large car park to the rear on which planning permission for expansion has been granted.

Within these facilities Dance Yourself Dizzy offers a range of options:

- group dance sessions – offered at different levels to meet the needs of everyone from beginners to the more advanced 15
- one to one dance sessions – offered to people wishing to improve their dance style or to learn to dance for an occasion such as a wedding
- the use of studio time – the dance studios can be booked by people wishing to hire them for their own use 20
- dance parties – offered for birthday parties for small children.

Following the popularity of dance reality shows, such as ‘Strictly Come Dancing’, the dance school has seen an increase in demand. In recent months, however, Latin American dance classes at Dance Yourself Dizzy have declined and can almost be said to be seasonal. The popularity of dance classes increases when each new series of the television show starts, and declines shortly after the series finishes. In a similar way, other dance shows have increased the popularity of classes at Dance Yourself Dizzy. 25

Andre and Christina both teach classes at the dance school. They have several dance teachers who work for them. One of Dance Yourself Dizzy’s major customers is the local council. Andre and Christina provide a six-week dance programme and dance teachers who go into local schools to deliver the programme as part of a government scheme to get children active. This provides Andre and Christina with a good, regular income for the organisation; however, the terms of payment are 90 days from the date of delivery of the last dance class in a programme. This can cause Dance Yourself Dizzy cash flow problems. Furthermore, as with many government initiatives, the funding is only committed year to year and cannot be guaranteed in the long run. 30
35

Another good source of income for Dance Yourself Dizzy is the sales from the shop. At present all stock control is completed manually and recorded on paper. Andre and Christina are looking into computerised systems for the whole facility; however, they are not convinced of the need for computer systems. 40

Andre and Christina are very much aware of the need to have a good understanding of the legislation which may impact on Dance Yourself Dizzy, such as the Children Act, the Data Protection Act, the Equality Act¹ and other relevant legislation. They are also aware of having to keep up to date risk assessments for all of the activities which take place at Dance Yourself

¹ Only as applied to disability discrimination legislation

Dizzy, as well as those offered in schools. This is particularly important when considering the number of schools with which Dance Yourself Dizzy works and the self-employed nature of some of the staff. Andre and Christina have also established a customer charter specific to Dance Yourself Dizzy, in order to ensure that standards are maintained (**See Fig. 1**). 45

There is no other dance studio in Wetherington, although there are two other dance classes which take place. The local leisure centre holds a ballroom dance class every Wednesday afternoon and the town hall holds a modern and disco class for local children on a Saturday morning. 50

In the last two months the leisure centre has started offering 'Zumba' classes. These classes have proved very popular and the leisure centre is now offering 'Zumba' classes three times during the week and twice on a Saturday. Christina believes this is having an impact on the number of people attending Dance Yourself Dizzy's Latin American classes. 55

Andre does not see 'Zumba' as a true dance and will not offer 'Zumba' classes at Dance Yourself Dizzy. Andre believes that he and Christina have a unique selling point in that they are former dance champions. However, Christina feels that 'Zumba' is a market which they are missing out on, and thinks that she and Andre should carry out some market research to find out what actual and potential customers actually want. 60

With the increasing local competition, Andre and Christina now need to consider Dance Yourself Dizzy's marketing mix and in particular, its pricing strategy.

DANCE YOURSELF DIZZY

Customer Charter

What you can expect:

- To be greeted in a friendly manner and with a smile.
- Staff will be professional and courteous at all times.
- Staff will listen and respond positively to comments and enquiries.
- If we can't answer your call personally, wherever possible you will be able to leave us a message and we will regularly check messages that are left on our answerphone.
- We will endeavour to attend to areas that are reported as unsatisfactory within 15 minutes.
- Our staff will wear name badges and be dressed in appropriate uniform.
- A member of staff will be available to speak to you at all times.

Fig. 1

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