



National
Qualifications

2017 Administration and IT Assignment

Higher

Finalised Marking Instructions

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General marking instructions

This information is provided to help you understand the general principles you must apply when marking candidate responses to this assignment. These principles must be read in conjunction with the detailed marking instructions, which identify the key features required in candidate responses.

- (a) Marks for each candidate response must always be assigned in line with these general marking principles and the detailed marking instructions for this assessment.
- (b) Marking should always be positive. This means that, for each candidate response, marks are accumulated for the demonstration of relevant skills, knowledge and understanding: they are not deducted from a maximum on the basis of errors or omissions.
- (c) These general principles should be applied when marking the candidates' assignment printouts.

Candidates will be awarded marks for specific skills and knowledge and understanding in the use of different functions and features of a variety of IT applications.

Spreadsheet – 20 marks (+/- 4 marks)

- ◆ using a range of simple, complex and advanced formulae to perform calculations and summarise information
- ◆ using a range of simple, complex and advanced functions to manipulate and analyse information

Database – 20 marks (+/- 4 marks)

- ◆ searching and sorting information using a range of criteria
- ◆ presenting information

Word Processing – 20 marks (+/- 4 marks)

- ◆ layout and presentation of information
- ◆ integration of information from other IT applications

Communication – 10 marks (+/- 2 marks)

- ◆ presenting/disseminating information to different audiences

Layouts

Marks will be awarded for a wide variety of layouts used in word processing and desktop publishing tasks. Candidates will not be penalised for applying a layout to a document that is different to one that has been supplied in the detailed marking instructions. The over-riding principle is that a document must be 'fit-for-purpose'.

Formulae

It is possible for candidates to use a variety of different formulae to resolve the problem and provide the information needed in the spreadsheet. Marks will be awarded where a formula has been used that provides the correct answer, the formulae provided in the marking instructions is not the only correct answer.

Printouts

Candidates are clearly directed, within the instructions, as to the printing requirements. Where a printout for a task is missing, marks will be awarded on any available alternative printout.

Keying-in

Marks will be awarded for every block of text that is accurately keyed in. This will be for approximately every 25 words. Flags may be included where appropriate to identify where marks are awarded.

Marking codes

Marking codes may be provided in the marking instructions for markers to use to identify what they are awarding marks for, eg F - formula, L - layout, to help with the quality assurance of marking.

Detailed marking instructions

EVIDENCE	MARK	COMMENTS
Correct Fields from both tables with sub-form	1	Customer ID must be shown in Customer form. Ignore if Customer ID entered twice (in booking form as well).
Fields visible and legible	1	Accurate entries made in all fields shown
New record added	1	Only Mrs Sutherland
Print	1	
TOTAL MARKS	4	

Notes:

Ignore any form heading (not asked for)

Ignore if Returning Customer field included.

Ignore min no of nights

Booking number may be different - accept

If tables printed as 2 separate forms max 2 marks (v and l/ new record)

If “print screen” then lose print mark

Customers

Customer ID	S300
Title	Mrs
First Name	Chelsea
Last Name	Sutherland
Street	15 Canal Road
Town	Falkirk
Postcode	FK3 7GF
Email	chelseasutherland@ayecloud.com
Mobile No	07398272721

1

Correct fields from both tables

1

New record - accurate

1

V and L

Bookings

	Booking No	Accommodation Name	Arrival Date	Departure Date
	37	Doc	28/07/2017	31/07/2017
*	(New)			

1

Print Mrs Sutherland

EVIDENCE	MARK	COMMENTS				
Create pivot with meaningful labels	1	DNA sum of amount/do accept any suitable change to headings				
Wages	1					
Quarter	1					
% of the total for each site	1		Lose % of total mark if the total is not for each site.			
TOTAL MARKS	4					
Notes: Lose create mark if errors in new headings Accept if values shown as well as % If 2 pivot tables and all accurate – lose the create mark These are the figures if not filtered on wages and showing as % of overall total. <table><tr><td>Fort William</td><td>11.52%</td></tr><tr><td>Oban</td><td>8.98%</td></tr></table>			Fort William	11.52%	Oban	8.98%
Fort William	11.52%					
Oban	8.98%					

COST	Wages			
TWELVETREES	Sites			
Quarter	Fort William	Oban	Grand Total	
1	18.52%	17.02%	17.82%	
2	27.78%	27.66%	27.72%	
3	37.04%	38.30%	37.62%	
4	16.67%	17.02%	16.83%	
Grand Total	100.00%	100.00%	100.00%	

- 1 Pivot table created
- 1 Filtered on wages
- 1 Each quarter showing
- 1 % of total for each site

COST	Wages					
Percentage	Quarter					
Site		1	2	3	4	Grand Total
Fort William		18.52%	27.78%	37.04%	16.67%	100.00%
Oban		17.02%	27.66%	38.30%	17.02%	100.00%
Grand Total		17.82%	27.72%	37.62%	16.83%	100.00%

EVIDENCE	MARK	COMMENTS
Sleeps more than 4	1	Only those listed – any order
Price per Night <101	1	
Barbecue	1	
Leisure pass	1	
Min no of nights	1	
Print specified fields	1	
TOTAL MARKS	6	
Notes: If BT1 and BT4 appear then not queried on Leisure pass If Loch Arkaig missing then queried <100 If Loch Maree and Loch Tay present then have not queried on price per night If Loch Lomond, Loch Shiel and Oak present then not queried correctly on min nights If only Arapahoe is shown the only mark that cannot be awarded is for Sleeps criteria		

Accommodation Name	Type	Sleeps	Price per Night	Facilities
Arapahoe	Wigwam	5	£42.00	Electric heating, kettle, microwave, toaster, fire pit, bbq
Loch Arkaig	Lodge	6	£100.00	Central heating, TV, DVD, bath, shower, toilets, loch side view, kitchen, bbq
Poplar	Caravan	6	£55.00	Central heating, TV, shower, toilet, kitchen with microwave, bbq

1

1

1

1

Leisure pass

1

Min no nights

1

print

EVIDENCE	MARK	COMMENTS
Search criteria:		
Not Twelvetreets	1	
Calculation:		
Income from Bookings	2	
Amount Due to Owner	2	Be aware of consequentiality (90%)
Formatting fields to currency	1	Both fields – if only one of the new fields present then still gain formatting mark
New field headings: Booking Value Due to Owner	1	For both new fields
Summary totals	1	
Grouping/sorting:		
By owner	1	Be aware of consequentiality from search.
By accommodation	1	
Content:		
Appropriate report title Insert company logo	1	No award if spelling/capitalisation errors At top right hand side of report
Presentation	1	Sum label renamed and summary label removed, all info visible Ignore additional fields however if headings go across 2 pages lose presentation mark
TOTAL MARKS	12	
Booking value needs to be shown – if only amount due to owner present DNA the booking value The word “fees” is acceptable.		

INCOME FROM RENTALS AND AMOUNT DUE TO OWNERS

1

Headings and logo



Owner's Name	Accommodation Name	Income from Bookings	Amount due to Owners
Carol Thomson	Loch Ericht	£225.00	£202.50
	Loch Leven	£320.00	£288.00
Total		£545.00	£490.50
Gerry Wowk	Loch Awe	£875.00	£787.50
Total		£875.00	£787.50
Katie Capaldi	Loch Lochy	£480.00	£432.00
	Loch Ness	£875.00	£787.50
Total		£1,355.00	£1,219.50
Nicholas Owen	Arapahoe	£168.00	£151.20
Total		£168.00	£151.20
Sally McDonald	BT1	£270.00	£243.00
	BT4	£255.00	£229.50
	Quapaw	£176.00	£158.40
Total		£701.00	£630.90
Sarah Christie	Loch Arkaig	£300.00	£270.00
	Scots Pine	£120.00	£108.00
Total		£420.00	£378.00
Vanessa Daly	Loch Katrine	£770.00	£693.00
Total		£770.00	£693.00
William Flynn	Poplar	£220.00	£198.00
Total		£220.00	£198.00
Grand Total		£5,054.00	£4,548.60

1

£

1

Not Twelvetreets

1

presentation

EVIDENCE	MARK	COMMENTS
Count if Sum if	2 2	
TOTAL MARKS	4	
Notes: All formulae in the column need to be correct.		

ACCOMMODATION TYPE	NO SOLD	VALUE OF SALES
Hobbit Hut	6	£16,350.00
4 Bedroom Lodge	2	£214,223.00
2 Bedroom Lodge	2	£158,495.00
3 Bedroom Lodge	2	£169,945.00
1 Bedroom Lodge	2	£134,192.00
2 Bedroom Caravan	2	£33,765.00
3 Bedroom Caravan	2	£60,665.00
Deckhouse	2	£74,421.00
Gibside House	1	£415,000.00
Milstead Cottage	1	£285,995.00

ACCOMMODATION TYPE	NO SOLD	VALUE OF SALES
Hobbit Hut	=COUNTIF(TYPE,A2)	=SUMIF(TYPE,A2,SALESPRICE)
4 Bedroom Lodge	=COUNTIF(TYPE,A3)	=SUMIF(TYPE,A3,SALESPRICE)
2 Bedroom Lodge	=COUNTIF(TYPE,A4)	=SUMIF(TYPE,A4,SALESPRICE)
3 Bedroom Lodge	=COUNTIF(TYPE,A5)	=SUMIF(TYPE,A5,SALESPRICE)
1 Bedroom Lodge	=COUNTIF(TYPE,A6)	=SUMIF(TYPE,A6,SALESPRICE)
2 Bedroom Caravan	=COUNTIF(TYPE,A7)	=SUMIF(TYPE,A7,SALESPRICE)
3 Bedroom Caravan	=COUNTIF(TYPE,A8)	=SUMIF(TYPE,A8,SALESPRICE)
Deckhouse	=COUNTIF(TYPE,A9)	=SUMIF(TYPE,A9,SALESPRICE)
Gibside House	=COUNTIF(TYPE,A10)	=SUMIF(TYPE,A10,SALESPRICE)
Milstead Cottage	=COUNTIF(TYPE,A11)	=SUMIF(TYPE,A11,SALESPRICE)

ACCOMMODATION TYPE	NO SOLD	VALUE OF SALES
Hobbit Hut	=COUNTIF('CREDIT SALES'!\$B\$2:\$B\$23,A2)	=SUMIF('CREDIT SALES'!\$B\$2:\$B\$23,A2,'CREDIT SALES'!\$D\$2:\$D\$23)
Milstead Cottage	=COUNTIF('CREDIT SALES'!\$B\$2:\$B\$23,A11)	=SUMIF('CREDIT SALES'!\$B\$2:\$B\$23,A11,'CREDIT SALES'!\$D\$2:\$D\$23)

EVIDENCE	MARK	COMMENTS
Deposit	1	
Sales price less deposit	1	
Interest	3	2 (if statement), 1 (multiplication)
Total Credit Amount	1	
Monthly payments	3	1 (division), 2 (vlookup)
Print	1	Print on 1 page omitting columns
TOTAL MARKS	10	
Notes: If statement – if there is a 4th condition of 0 then do not award the 2 marks Interest calculated by using a vlookup then accept Monthly payments calculated using an if statement then accept but need to be referenced to the payment options table Neither the multiplication or division can be awarded outwith the relevant column Hidden columns – some pupils have deleted columns, formulae will be 2 columns “out”. Do not award the print mark. The division in the vlookup – “I2” cannot be absolved – needs to be a relative reference		

ACCOMMODATION ID	SALES PRICE	DEPOSIT	PAYMENT OPTION	SALES PRICE LESS DEPOSIT	AMOUNT INTEREST CHARGED	OF	TOTAL AMOUNT DUE	MONTHLY PAYMENTS
C2102	£15,151.00	£1,515.10	3	£13,635.90	£2,727.18		£16,363.08	£136.36
C2704	£18,614.00	£1,861.40	1	£16,752.60	£837.63		£17,590.23	£732.93
C3009	£37,428.00	£3,742.80	2	£33,685.20	£3,368.52		£37,053.72	£617.56
C3111	£23,237.00	£2,323.70	2	£20,913.30	£2,091.33		£23,004.63	£383.41
DH555	£35,899.00	£3,589.90	1	£32,309.10	£1,615.46		£33,924.56	£1,413.52
DH678	£38,522.00	£3,852.20	2	£34,669.80	£3,466.98		£38,136.78	£635.61
GH21	£415,000.00	£41,500.00	2	£373,500.00	£37,350.00		£410,850.00	£6,847.50
HH010	£3,000.00	£300.00	3	£2,700.00	£540.00		£3,240.00	£27.00
HH170	£2,800.00	£280.00	1	£2,520.00	£126.00		£2,646.00	£110.25
HH219	£2,350.00	£235.00	1	£2,115.00	£105.75		£2,220.75	£92.53
HH658	£2,200.00	£220.00	1	£1,980.00	£99.00		£2,079.00	£86.63
L1131	£56,669.00	£5,666.90	3	£51,002.10	£10,200.42		£61,202.52	£510.02
L1306	£77,523.00	£7,752.30	3	£69,770.70	£13,954.14		£83,724.84	£697.71
L201	£64,995.00	£6,499.50	2	£58,495.50	£5,849.55		£64,345.05	£1,072.42
L2934	£93,500.00	£9,350.00	3	£84,150.00	£16,830.00		£100,980.00	£841.50
L3274	£99,950.00	£9,995.00	2	£89,955.00	£8,995.50		£98,950.50	£1,649.18
L345	£69,995.00	£6,999.50	3	£62,995.50	£12,599.10		£75,594.60	£629.96
L4015	£104,223.00	£10,422.30	3	£93,800.70	£18,760.14		£112,560.84	£938.01
L489	£110,000.00	£11,000.00	3	£99,000.00	£19,800.00		£118,800.00	£990.00
MC31	£285,995.00	£28,599.50	1	£257,395.50	£12,869.78		£270,265.28	£11,261.05
S123	£2,800.00	£280.00	2	£2,520.00	£252.00		£2,772.00	£46.20
S366	£3,200.00	£320.00	1	£2,880.00	£144.00		£3,024.00	£126.00

1 Printing

ACCOMMODATION ID	SALES PRICE	DEPOSIT	PAYMENT OPTION	SALES PRICE LESS DEPOSIT	AMOUNT OF INTEREST CHARGED	TOTAL AMOUNT DUE	MONTHLY PAYMENTS
C2102	15151	=D2*0.1	3	=D2-E2	=IF(F2=3,20%,IF(F2=2,10%,5%))*G2	=G2+H2	=I2/VLOOKUP(F2,PAYMENTS,3,FALSE)
C2704	18614	=D3*0.1	1	=D3-E3	=IF(F3=3,20%,IF(F3=2,10%,5%))*G3	=G3+H3	=I3/VLOOKUP(F3,PAYMENTS,3,FALSE)
C3009	37428	=D4*0.1	2	=D4-E4	=IF(F4=3,20%,IF(F4=2,10%,5%))*G4	=G4+H4	=I4/VLOOKUP(F4,PAYMENTS,3,FALSE)
C3111	23237	=D5*0.1	2	=D5-E5	=IF(F5=3,20%,IF(F5=2,10%,5%))*G5	=G5+H5	=I5/VLOOKUP(F5,PAYMENTS,3,FALSE)
DH555	35899	=D6*0.1	1	=D6-E6	=IF(F6=3,20%,IF(F6=2,10%,5%))*G6	=G6+H6	=I6/VLOOKUP(F6,PAYMENTS,3,FALSE)
DH678	38522	=D7*0.1	2	=D7-E7	=IF(F7=3,20%,IF(F7=2,10%,5%))*G7	=G7+H7	=I7/VLOOKUP(F7,PAYMENTS,3,FALSE)
GH21	415000	=D8*0.1	2	=D8-E8	=IF(F8=3,20%,IF(F8=2,10%,5%))*G8	=G8+H8	=I8/VLOOKUP(F8,PAYMENTS,3,FALSE)
HH010	3000	=D9*0.1	3	=D9-E9	=IF(F9=3,20%,IF(F9=2,10%,5%))*G9	=G9+H9	=I9/VLOOKUP(F9,PAYMENTS,3,FALSE)
HH170	2800	=D10*0.1	1	=D10-E10	=IF(F10=3,20%,IF(F10=2,10%,5%))*G10	=G10+H10	=I10/VLOOKUP(F10,PAYMENTS,3,FALSE)
HH219	2350	=D11*0.1	1	=D11-E11	=IF(F11=3,20%,IF(F11=2,10%,5%))*G11	=G11+H11	=I11/VLOOKUP(F11,PAYMENTS,3,FALSE)
HH658	2200	=D12*0.1	1	=D12-E12	=IF(F12=3,20%,IF(F12=2,10%,5%))*G12	=G12+H12	=I12/VLOOKUP(F12,PAYMENTS,3,FALSE)
L1131	56669	=D13*0.1	3	=D13-E13	=IF(F13=3,20%,IF(F13=2,10%,5%))*G13	=G13+H13	=I13/VLOOKUP(F13,PAYMENTS,3,FALSE)
L1306	77523	=D14*0.1	3	=D14-E14	=IF(F14=3,20%,IF(F14=2,10%,5%))*G14	=G14+H14	=I14/VLOOKUP(F14,PAYMENTS,3,FALSE)
L201	64995	=D15*0.1	2	=D15-E15	=IF(F15=3,20%,IF(F15=2,10%,5%))*G15	=G15+H15	=I15/VLOOKUP(F15,PAYMENTS,3,FALSE)
L2934	93500	=D16*0.1	3	=D16-E16	=IF(F16=3,20%,IF(F16=2,10%,5%))*G16	=G16+H16	=I16/VLOOKUP(F16,PAYMENTS,3,FALSE)
L3274	99950	=D17*0.1	2	=D17-E17	=IF(F17=3,20%,IF(F17=2,10%,5%))*G17	=G17+H17	=I17/VLOOKUP(F17,PAYMENTS,3,FALSE)
L345	69995	=D18*0.1	3	=D18-E18	=IF(F18=3,20%,IF(F18=2,10%,5%))*G18	=G18+H18	=I18/VLOOKUP(F18,PAYMENTS,3,FALSE)
L4015	104223	=D19*0.1	3	=D19-E19	=IF(F19=3,20%,IF(F19=2,10%,5%))*G19	=G19+H19	=I19/VLOOKUP(F19,PAYMENTS,3,FALSE)
L489	110000	=D20*0.1	3	=D20-E20	=IF(F20=3,20%,IF(F20=2,10%,5%))*G20	=G20+H20	=I20/VLOOKUP(F20,PAYMENTS,3,FALSE)
MC31	285995	=D21*0.1	1	=D21-E21	=IF(F21=3,20%,IF(F21=2,10%,5%))*G21	=G21+H21	=I21/VLOOKUP(F21,PAYMENTS,3,FALSE)
S123	2800	=D22*0.1	2	=D22-E22	=IF(F22=3,20%,IF(F22=2,10%,5%))*G22	=G22+H22	=I22/VLOOKUP(F22,PAYMENTS,3,FALSE)
S366	3200	=D23*0.1	1	=D23-E23	=IF(F23=3,20%,IF(F23=2,10%,5%))*G23	=G23+H23	=I23/VLOOKUP(F23,PAYMENTS,3,FALSE)
		1		1	2	1	1 2

V LOOK UP AS AN ABSOLUTED RANGE

MONTHLY PAYMENTS

=I2/VLOOKUP(F2,'PAYMENT OPTIONS'!\$A\$2:\$C\$5,3,FALSE)

=I23/VLOOKUP(F23,'PAYMENT OPTIONS'!\$A\$2:\$C\$5,3,FALSE)

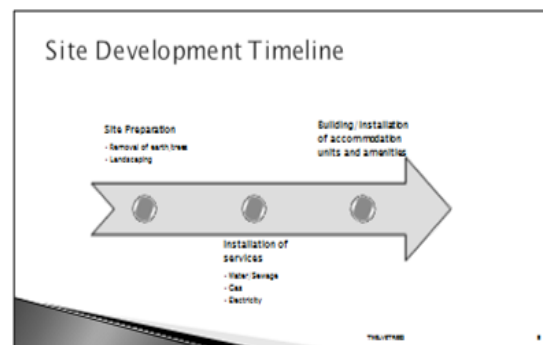
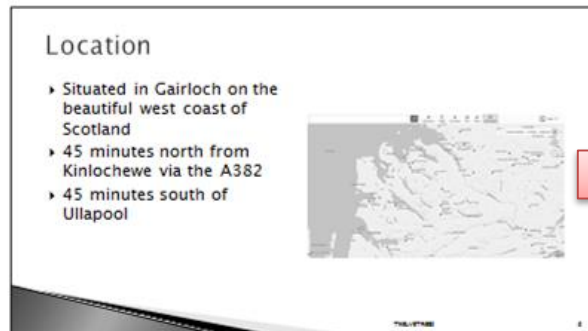
THIS SHOWS AN ALTERNATIVE: NESTED IF – HOWEVER NEED TO HAVE ABSOLUTE CELLS OR NAMED CELLS
REFERENCING THE NUMBER OF PAYMENTS. PUPILS MAY ALSO DIVIDE WITHIN THE NESTED IF.

ACCOM ID	MONTHLY PAYMENTS
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C2102	=I2/IF(F2=1,'PAYMENT OPTIONS'!\$C\$3,IF(F2=2,'PAYMENT OPTIONS'!\$C\$4,'PAYMENT OPTIONS'!\$C\$5))
-------	--

S366	=I23/IF(F23=1,'PAYMENT OPTIONS'!\$C\$3,IF(F23=2,'PAYMENT OPTIONS'!\$C\$4,'PAYMENT OPTIONS'!\$C\$5))
------	---

EVIDENCE	MARK	COMMENTS
Design template	1	If content overlaps design then DNA
Insert spreadsheet	1	
Sales slide - notes	1	
Development slide - notes	1	
Swap slide positions	1	Sales last and Facilities third
Footer – page no and company name	1	Nothing on first slide
Map inserted showing 3 towns	1	
TOTAL MARKS	7	
Notes: The only reason for the full page of the map is to ensure that all towns are visible. If not included but you can see the towns on the notes printout then award mark. Full stops in notes – both have to either have full stops or not. If comments left in DNA the design mark. If notes only keyed in on the slides lose both marks. If notes keyed in on the slide and in the notes section for both Site Development and Sales slides but no other keying in errors one mark lost.		



1 swap

Site preparation was completed on 11/11/16. All services were installed by 21/2/17. Units and amenities due for completion by March 2017.

1

Sales

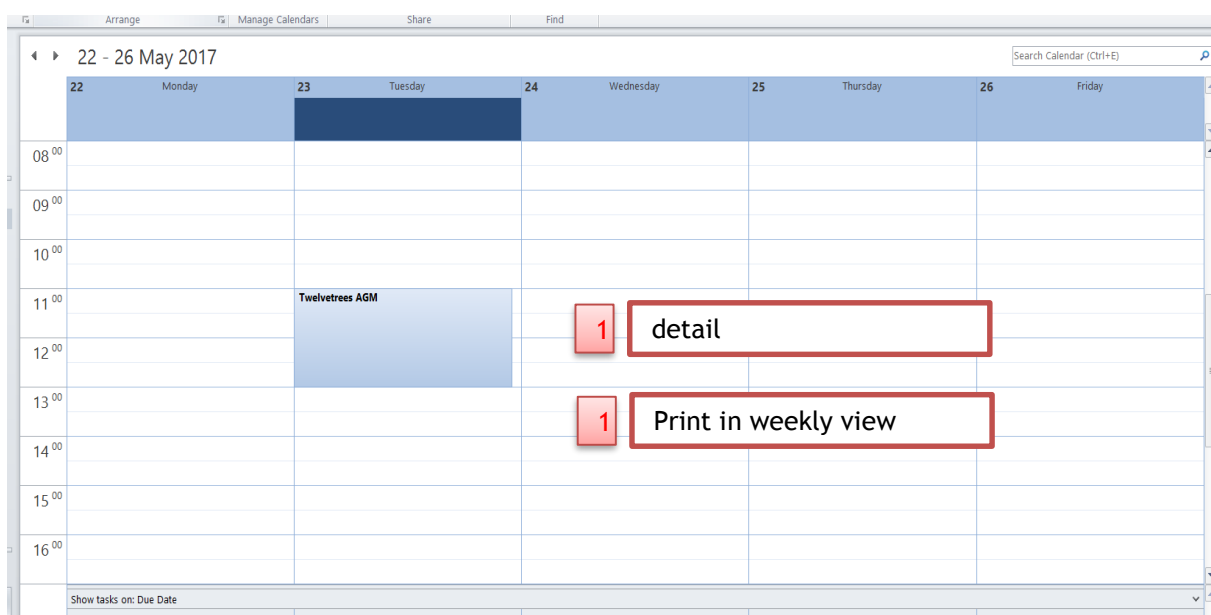
ACCOMMODATION TYPE	NO SOLD	VALUE OF SALES
Hobbit Hut	6	£16,250.00
4 Bedroom Lodge	2	£214,223.00
2 Bedroom Lodge	2	£158,495.00
2 Bedroom Lodge	2	£169,945.00
1 Bedroom Lodge	2	£124,192.00
2 Bedroom Caravan	2	£22,765.00
2 Bedroom Caravan	2	£60,665.00
Deckhouse	2	£74,421.00
Gilside House	1	£415,000.00
Mixstead Cottage	1	£285,995.00

1 footer

30% of our plots/units are to be sold to the public for private use and/or private rental.

1

EVIDENCE	MARK	COMMENTS
Information entered for correct date and time	1	Accept without location
Print weekly view	1	5 or 7 days
TOTAL MARKS	2	
Notes: Accept just AGM DNA AGM Meeting Dates must be shown/visible Must be able to see start and end time of meeting		

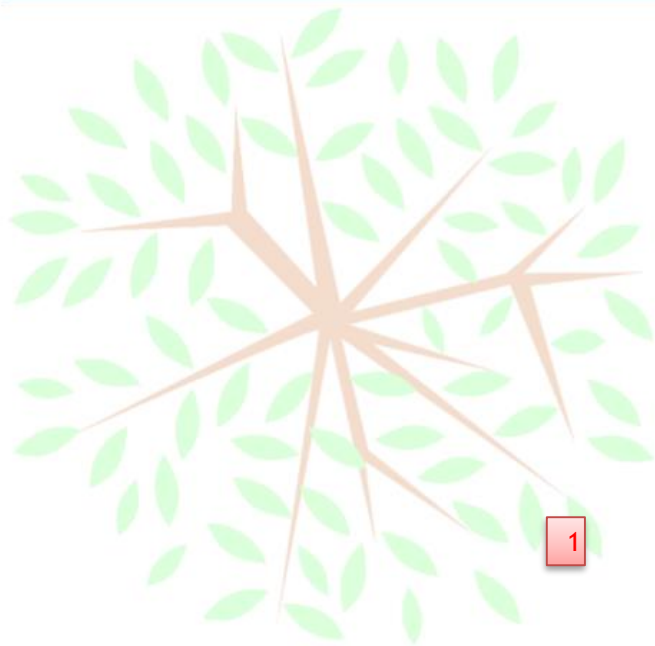


EVIDENCE	MARK	COMMENTS
Enhance front cover	1	Any change
Diary date	1	Must tie in with diary printout
Watermark	1	On all pages
Footer	1	Both odd and even have to be correct
<i>Odd – AGM 2017</i>		
<i>Even – Making Memories</i>		
Contents page	1	On separate page
Main headings	1	All headings present and correct
Sub-headings	1	Both headings present and correct
1.5 line spacing & justified	1	
Insertion of all paragraphs	2	Lose one each time missing or wrong order
Key in text	2	One mark per marker
Board members		
• separate page and landscape	1	
• text displayed in a table	1	
• photographs inserted	1	Effectively presented/accept below or to side of text
Insert pivot chart	1	
Endnote	1	
Presentation	1	Page breaks/consistent font/size and style/para spacing
Print booklet	1	
<i>Create pivot chart</i>	1	Correct or consequential data has to have been used. Do not accept pie chart.
<i>Headings and label</i>	1	
TOTAL MARKS	19	
SPREADSHEET	2	
Notes: Accept if footer on front page Accept endnote marker anywhere in the sentence ending “opposite effect” in Owner’s Report paragraph		

Annual General Meeting of Twelvetreets Ltd

Tuesday 23 May 2017

Moorings Hotel, Banavie, Fort William



AGM 2017

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Making Memories

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Owners' Report

At this point in the year we reflect upon past successes and look to new challenges for the coming year. We have seen a 15% increase in bookings over the past year, a lot of this can be attributed to online offers. We were concerned that the right to roam in Scotland would have an impact on our industry but it seems to have had the opposite effect. Our client base expects a little more luxury on their holiday and this is what we excel at, providing an excellent customer experience. Our parks have wonderful links with the local community and provide visitors with the most up-to-date information on local attractions, events and activities. This coming year we must look to continue with our success and hope to increase our sales in the coming year. I was delighted to see so much interest in the board vacancies and would like to welcome Jig Patel and Toby McCallum to the board and look forward to working with them both.

Industry Performance

The home holiday industry has seen significant increases in comparative profit over previous years. There are many reasons for this increase:

International uncertainty

Weak performance of the pound

Continued austerity at home forcing prices down

Better weather over recent summers

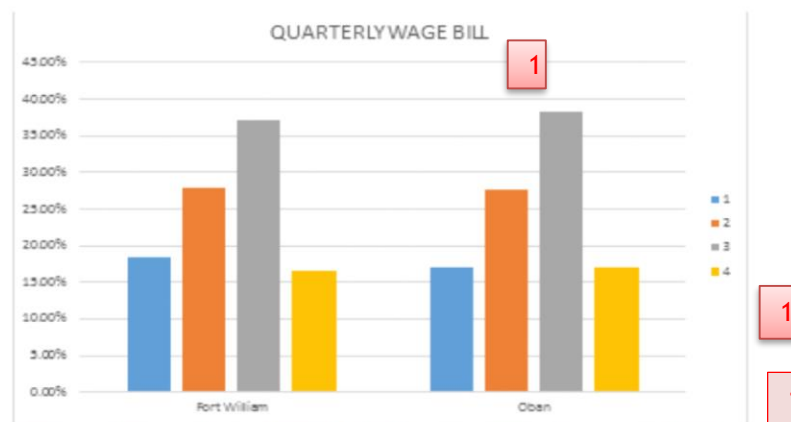
Significant international events taking place on home soil.

We have worked extremely hard this year with regards to ethical and environmental issues. We have introduced a recycling system in all parks this year and are working hard with local communities to give something back to the people who support us. We have sponsored a local school football 7's tournament and a fun run.

AGM 2017

Financial Report

Last year the board expressed their concerns that the cost of staff wages in Fort William were significantly greater compared to Oban for each quarter. The chart below shows that the steps taken to control costs have been successful and the wage bill for Fort William was similar to Oban's for each quarter:



This has enabled us to increase our profits this year by 5%.

Key Achievements

Marketing - This year's marketing campaign involved social media. This was particularly successful in:

Increasing Brand Recognition

Improving Brand Loyalty

Decreasing Marketing Costs

Better Search Engine Rankings

Richer Customer Experiences

Making Memories

Improving Customer Insights

We will continue the use of this marketing tool in the coming year and hope to use it to our advantage in increasing our customer base.

Visual - The layout and gardens of the parks have been fantastic this year and have showcased the accommodation beautifully. The ground staff at all parks should be commended.



AGM 2017

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Board 2016/17



Sean Burns will continue as Managing Director for the coming year. He joined the company 5 years ago from Boss Leisure where he had over 20 years' experience in park management. Our business has continued to grow year on year since Sean has undertaken the role of MD.



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Jig Patel will replace Tom Ripley as our Finance Director. He has been involved in financial acquisitions within the leisure industry for many years and will make an excellent addition to our team.



Anna Wood will remain as the Entertainment Manager for the coming year. She has demonstrated her expertise in the stunning activities offered on all our sites in recent years.



Toby McCallum is our new Director of Human Resources, he will take over from James King. He has spent the last five years as the HR manager for a large Portuguese hotel chain. As well as his depth of knowledge in the European personnel market Toby also speaks five languages fluently which in this time of shifting work forces is a huge benefit to a company like ours.



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Awards 2016

Beautiful Scotland Award 2016

I am delighted to announce that in 2016 we were given the Beautiful Scotland Award. This was awarded for our sterling work on the new layout for our Oban site. Our gardens were judged to be of a very high standard, natural in design yet stunning in effect.

Self-catering Silver Award

We are delighted to announce that our Fort William site has been awarded the Self-catering Silver Award. The inspection highlighted our exceptional customer service, excellent park facilities and attractive surroundings. Well done to all our staff who worked extremely hard to achieve this fantastic award. Let's now work towards the Gold Award.

¹ <http://www.outdoorsaccess-scotland.com/>

2 Insertion paragraphs

1 LS and justify

1 presentation

1 Printing as booklet

AGM 2017

[END OF MARKING INSTRUCTIONS]

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