

Programme Specification

Programme Title and Name of Award	Advanced Diploma Event Planning Operations and Safety Management		
Academic Level	6	Total Credits	60
Professional Body Accreditation / Qualification	N/A		
Date of Professional Body Accreditation	N/A	Accreditation Period	N/A
HECoS Code	100083 Event Management		
Criteria for Admission to the Programme	Please refer to the Applicant Information pages of the University website for more information. For APL , please refer to the University website: https://www.cumbria.ac.uk/study/courses/cpd-and-short-courses/university-advanced-diploma-event-planning-operations-and-safety-management/		
Teaching Institution	UoC		
Owning Institute	Institute for Business Industry and Leadership		
Programme delivered in conjunction with	N/A		
Principal Mode of Delivery	Blended learning		
Pattern of Delivery	Part-time (up to a maximum of 1 year)		
	Total weeks of study:	12	
	Delivery pattern:	3 x 4 weeks	
	Standard semester dates:	Yes	
Delivery Site(s)	Fusehill Street, Ambleside, Lancaster, East India Dock Road		
Programme Length	Minimum of 12 weeks up to a maximum of 1 year		

Higher Education Achievement Report (HEAR)	N/A
Exit Awards	N/A
Period of Approval	1 August 2020 – 31 July 2026

This programme has been approved (validated) by the University of Cumbria as suitable for a range of delivery modes, delivery patterns, and delivery sites. This level of potential flexibility does not reflect a commitment on behalf of the University to offer the programme by all modes/patterns and at all locations in every academic cycle. The details of the programme offered for a particular intake year will be as detailed on the programme webpage: <https://www.cumbria.ac.uk/study/courses/cpd-and-short-courses/university-advanced-diploma-event-planning-operations-and-safety-management/>

Cumbria Graduate Attributes

Throughout your studies, you will be provided with the skills and knowledge relevant to the global workplace. All successful graduates of the University of Cumbria will be:

- Enquiring and open to change
- Self-reliant, adaptable and flexible
- Confident in your discipline as it develops and changes over time
- Capable of working across disciplines and working well with others
- Confident in your digital capabilities
- Able to manage your own professional and personal development
- A global citizen, socially responsible and aware of the potential contribution of your work to the cultural and economic wellbeing of the community and its impact on the environment
- A leader of people and of places
- Ambitious and proud

Programme Features

This programme has been developed as part of a response to the plethora of legislation governing the management of event sites and venues across the UK (for example Martyn's Law, 2020) which increasingly requires events managers to evidence professional qualifications in event planning, management and safety. The programme is designed to be responsive to changing situations within both the internal and external environments within the Events Industry. This means that, for example, the programme includes current responses required by the industry during and post current covid-19 crisis. These sit alongside the study of existing health and safety requirements for the management of events. The programme reflects the organic nature of the product and sector and hence the management requirement for adaptability, risk evaluation/aversion and product management are included in the programme.

In the UK, the Events Industry is worth over £41billion per annum and the Event Industry is striving for increased professionalism in its management and is therefore important for all those contemplating a career in the industry.

To ensure contextualisation the programme is designed and delivered by industry experts that advise government and the industry on how to design and implement safety within the active event space. This is a unique offer in the UK at this time and provides flexible learning options and regional centres for learners to access the courses.

The face-to-face, block delivery involved in each of the modules provides the ideal opportunity to network and discuss the management of events from a planning, operations and safety perspective. Opportunities for informal discussion are provided across the day with light refreshments included in the morning and afternoon sessions. The practical nature of the subject area may require you to travel to venues/sites usually located within a 20-mile radius of the campus, or from your place of work, in order to embed the learning in a real-world context and to identify the variables that can impact on the delivery of successful events that comply with current legislation and ensure the safety of all stakeholders.

This is a unique offer in the UK at this time and provides flexible learning options and regional centres in Ambleside, Carlisle, Lancaster and London.

Aims of the Programme

The overall aims of the Programme are:

1. To develop core project management skills to plan and implement events taking into consideration the myriad of legislation that must be adhered to.
2. Enable event organisers and managers to benefit from professional education and development in order to protect their organisations, delegates and visitors in an increasingly litigious society.
3. To plan solutions for, identify, analyse and implement appropriate communication responses to a variety of health & safety/reputation and financial crises.
4. Enhance lifelong learning skills and personal development so as to be able to work within the events industry in a proactive and creative capacity.

Level Descriptors

Level Descriptors describe in general terms the expected outcomes you will achieve at each level of study as you progress through your programmes. They describe the relative demand, complexity, depth of learning and learner autonomy associated with a particular level of learning and achievement. The University's Level Descriptors are aligned to the national [Framework for Higher Education Qualifications](#) (FHEQ) and are a key mechanism for ensuring the academic standards of the University's provision.

At Level 6: (Usually Year 3 undergraduate), you will be able to demonstrate that you have the ability:

- To critically review, consolidate and extend a systematic and coherent body of knowledge.
- Critically evaluate concepts and evidence from a range of resources.

- Transfer and apply subject-specific, cognitive and transferable skills and problem-solving strategies to a range of situations and to solve complex problems.
- Communicate solutions, arguments and ideas clearly and in a variety of forms.
- Exercise considerable judgement in a range of situations.
- Accept accountability for determining and achieving personal and group outcomes.
- Reflect critically and analytically on personal and work-place experience in the light of recent scholarship and current statutory regulations.

Programme Outcomes – Knowledge and Understanding

The programme provides opportunities for you to develop and demonstrate the following:

After 60 credits of study (Level 6 Advanced Diploma) you will be able to:

- K1.** Appraise contract safety and licensing laws, including case law.
- K2.** Evaluate events legislation relevant to events managers.
- K3.** Evaluate core components of events safety management.
- K4.** Evaluate crisis response strategies and theories.

Programme Outcomes – Skills and other Attributes (including Employability Skills)

The programme provides opportunities for you to develop and demonstrate the following:

After 60 credits of study (Level 6 Advanced Diploma) you will be able to:

- S1.** Create an event safety plan demonstrating an awareness of legislation and its relevance to a variety of events
- S2.** Evaluate the essential design and facilities for a range of events
- S3.** Create an events Crisis Communication and Reputation Management plan
- S4.** Create a post-event evaluation report

External and Internal Reference Points

The following Subject Benchmark Statements and other external and internal reference points have been used to inform the Programme Outcomes:

This is a specialist programme of study which, for academic purposes has been mapped to the QAA Subject Benchmark Statement for Events, Hospitality, Leisure Sport and Tourism (2016) as sourced from the [QAA website](#): -

[QAA Subject Benchmark Statement for Events, Hospitality, Leisure Sport and Tourism \(2016\)](#)

[University of Cumbria Strategic Plan](#)

[University of Cumbria Learning, Teaching and Assessment Strategy](#)

University of Cumbria Regulations and Academic Procedures and Processes

In addition, the specialist nature of this programme and the relevance to industry has made it necessary to consult with a range of industry bodies including the National Outdoor Events Association (NOEA), Local Authority Event Organisers Group (LAEOG) and the Institution of Occupational Health and Safety (IOSH) Sports Ground and Events Group.

Graduate Prospects

The programme is offered as CPD for those currently working in Events Management and as such the completion of the Advanced Diploma Event Planning Operations and Safety Management will provide confirmation of the skills and legislative knowledge needed to ensure the planning and management of successful events. Successful learners, having experienced level 6 study may wish to progress to the more specialised Advanced Diploma Counter Terrorism Risk Management or to the MBA Tourism Management which has an Events pathway.

Learning, Teaching and Assessment Strategies employed to enable the Programme Outcomes to be Achieved and Demonstrated

As a student at the University of Cumbria, you are part of an inclusive learning community that recognises diversity. You will have opportunities to learn by interacting with others in a collegiate, facilitative and dynamic learning environment. Teaching, assessment and student support will allow equal and equitable opportunities for you to optimise your potential and develop autonomy.

We seek to create a stimulating and innovative community of learning, whether encountered on campus or at a distance, on placement or in the workplace. Facilitated by our expert practitioner staff, you will experience a learning environment that is well equipped, flexible, and stimulating.

Learning and Teaching

The approach to learning and teaching on the Advanced Diploma Event Planning Operations and Safety Management is aligned with the UoC vision of being:

"recognised as a catalyst for individual and regional prosperity and pride with national and international relevance, reach and impact",

and the LTA Strategy (2017-22) themes and aims that focus on the development of graduate employability and the creation of a professionally relevant learning environment for both the learning and the team involved in the delivery of the programme. To that end the programme adopts an Applied Learning philosophy that impacts on teaching, learning and assessment in terms of the approach to:

Curriculum Design – innovative and 'transformational' approaches to teaching and learning have been embedded as far as possible into the programme design to create a distinct offer relevant to the development of your employability and your ability to make a positive contribution to business.

Module delivery – all modules are delivered in a blended learning format that combines online and face-to-face block delivery to minimise the impact on work and family commitments. This ensures that you have the opportunity to explore the concepts and frameworks within each module prior to the face-to-face delivery and then to reflect on these prior to submission of final assessments.

Module content – draws on guest speakers, site visits, case study material, current legislation and examples of industry best practice providing a holistic view of planning, operations and safety management and facilitating student engagement.

Module assessment – all assessment will be applied to an existing real-world site/venue, providing opportunities for engagement with industry partners and enhanced understanding of the key skills and knowledge associated with planning, operations and safety management.

The programme is delivered at our campuses in Carlisle, Ambleside, Lancaster and London providing you with access to a range of teaching and learning facilities and support mechanisms. The nature of the programme also requires an element of online support that is managed through the UoC VLE (Blackboard) and the provision of a Pebblepad site that allows you to track your achievements in terms of meeting the programme outcomes.

In order to maintain the quality and integrity of your experience at UoC your progress and performance will be monitored in line with the LTA Strategy (2017-22) with external indicators that include:

The National Student Experience Survey (NSS) and the DLHE (graduate employment monitoring); and internal indicators in terms of: Student Achievement (pass, merit, distinction),

Staff engagement with academic professional development,

Research with other HEI's or research institutions, and

Continued engagement with industry professional bodies and other associations who can make a positive contribution to your programme of study.

Summative and Formative Assessment

As indicated in the Programme Delivery Structure provided later in the document the Advanced Diploma Event Planning Operations and Safety Management provides you with a range of assessment methods, all of which are applied in nature. All module assessment draws on current industry legislation and real-world thinking, ensuring that your learning is relevant and can be applied to your own place of work.

The combination of industry input that is embedded through visits and guest lecturers, the industry experience of the tutors, and your professional opinion and expertise provides the relevance and the reality of your programme experience. The application of legislative and academic frameworks to real-world environments ensures that your assessments are appropriately challenging at level 6 and promote the critical, analytical and creative thinking you need to function effectively as a manager in the events industry. The programme design in terms of online support and face-to-face delivery in 2 to 3-day blocks ensures that your assessments are appropriately supported and manageable. Module support and guidance throughout the duration of your programme ensures that you are provided with a number of opportunities for summative and formative feedback with the provision of constructive comments intended to enhance your assessment performance going forward.

Student Support

We provide responsive learner support that promotes student success. Our approach to learner support is designed to support achievement and progression, champion inclusivity and accessibility, prepare you for opportunities beyond study, and promote independence and resilience, enabling you to achieve your potential.

As a student of the University of Cumbria, you will be taught by academics and expert practitioners who facilitate learning through structured inquiry. You will be provided with access to high quality

academic resources through physical and digital libraries and will be supported to develop skills that enable you to become a critical, reflective, discerning and independent learner and researcher.

Induction

In catering to you as an industry professional we have designed all aspects of the Advanced Diploma Event Planning Operations and Safety Management to minimise the impact on your work and family commitments. Online material is available through the university Blackboard site and face-to-face content is provided in two to three-day blocks at our Ambleside campus. Your induction will, in the first instance, be offered in a condensed format of at the start of your programme, providing an introduction to the course and the teaching team and advice on research and IT skills to support your learning. In addition, you will be supported via the programme page on Blackboard that will provide key information on programme timings, key contacts and links to university library and support systems. The first evening of every block teaching session you attend will include a networking event with the team to create and foster a collaborative and supportive learning community throughout the duration of your studies.

Personal Tutoring

You will also be allocated a Personal Tutor. Your Personal Tutor will be based at the Ambleside campus and will be proactively involved in the delivery of your programme and have contact with you throughout your time at the University. They will support your learning and development, through tutorials, progress reviews and other support as outlined in the Personal Tutoring Policy. When you are off campus your personal tutor can be contacted by email or skype.

Personal Development Planning

Personal & Professional Development Planning (PPDP) is embedded into the programme design in terms of industry engagement and assessment. In order to document your progress through the course of the Advanced Diploma Event Planning Operations and Safety Management you will be able to access a personal Pebblepad site that covers the programme skills and knowledge and allows you to evidence your development and reflect on your personal and professional growth. The programme team will support you to build a portfolio of work as you complete each module, evidencing your personal learning journey and subject knowledge for future use in your career.

Library and Academic Support (based in Information Services)

Module leaders will collaborate with Library and Academic Advisors to ensure that your reading and resource lists are current and items are available via the library discovery tool OneSearch. In order to maximise access, availability and usefulness, e-books and electronic journal titles will, in most cases, be prioritised. You can access a wide range of electronic and print content using [OneSearch](#) and you can find out more about key texts, databases and journals for your subject by accessing the library's [subject resources webpages](#). Where appropriate, module reading and resource lists will be made available to you electronically using the University's [online reading and resource list system](#).

The [Skills@Cumbria](#) service can help support your academic skills and success throughout your programme. The service is delivered by a team of professional Library and Academic Advisors. It includes a suite of [online self-help resources](#) accessible 24/7 via the University's website and Blackboard site. It also provides group and individual advice and guidance accessible through and alongside your course and by different means such as face to face, email or virtual. Visit skills@cumbria for more details.

IT and Technical Support

Technology is an invaluable asset when it comes to studying, so it's important you know how to make the most out of the excellent [facilities](#) we have available. Our aim is to ensure you can access university electronic resources from anywhere or any device, whether on or off campus. The [Student Hub](#) is your one-stop gateway to all university systems, Outlook email, and OneDrive.

Whether you consider yourself a computer expert or you're not confident about your IT skills, we're always around to ensure you get the level of support you need. We have a wealth of information and support available on the [website](#) and have a dedicated IT Service Desk where you can talk to someone by phone or log your question online from anywhere, at any time.

Student Support Services

Student Support Services offer a wide range of support, including: careers and employability, financial help, counselling, health and wellbeing and support for disabled students and those with specific learning requirements. We also offer mentoring by trained students which you can request at any point during your studies. We know that you want to get the most out of your programme, make the best use of your time and find or continue in the career you always dreamed of. Access university support and facilities easily and quickly via the [website](#) and/or via the Student Services guidance tile on the [Student Hub](#).

In addition to the range of guidance above, you have the opportunity to further develop your personal, academic and professional skills by taking part in a number of initiatives coordinated and delivered by professional services advisers:

Head Start Plus

Head Start Plus is also an online skills development course, designed to support students who are about or who have just started study at level 5 or 6 (2nd and 3rd year undergraduate). This course is particularly recommended to students who may not have studied at HE level for some time or who are transitioning into the higher HE levels. The course provides a useful refresh on academic skills and practice and an insight into the expectations of tutors at those levels.

This course is free and available via the Open Education Platform powered by Blackboard. To access the course, follow the link to <https://openeducation.blackboard.com/cumbria> and set-up a free account with Open Education. Once logged on, select the course free of charge and work through it at your own pace.

Peer Mentoring @ Cumbria

You will be allocated a student Mentor who will be in touch to offer a non-judgemental and friendly hand and to help with various aspects of your student experience, from making friends to settling in, to helping you understand the expectations of academic study and dealing with assessment worries.

Mature Students' Events

Whether it is a coffee morning, lunchtime gathering or a social event, there are events happening throughout the year to link you up with other mature students who will also be juggling a number of commitments alongside their studies.

Help is at Hand Events

Keep a look out for these interactive events on campus around October and January. You are encouraged to attend these as they showcase the range of support available here and give you the opportunity to talk to people from Finance, Accommodation, the Students' Union, the Wellbeing and Disability Team etc.

Career Ahead+

Career Ahead+ is the University of Cumbria's Employability Award. Completing Career Ahead+ will help you recognise and develop your skills, providing a greater opportunity for you to get the job you want when you graduate. The award is based on what employers look for in an ideal candidate, in relation to skills, knowledge and experience. You will be supported with career direction, gaining experience, and providing all the skills needed to complete the perfect application and be successful in that all important job interview. Contact careerahead@cumbria.ac.uk or visit www.cumbria.ac.uk/careerahead for more information.

Programme Curriculum Map					
Academic Level	Module Code	Module Title	Credits	Module Status*	Programme Outcomes achieved
6	TOUR6001	Applied Safety Licensing and Event Legislation	20	Core	K1,K2,K3,S1,S2,
6	TOUR6002	Business Continuity and Crisis Management for Events	20	Core	K1,K2,K3,S1,S2,S3
6	TOUR6003	Post Event Evaluation Report	20	Core	K1,K2,K3,K4,S1,S2,S3,S4,
Notes					
This programme operates in accordance with the University's Academic Regulations and Academic Procedures and Processes					
A failed student will not be permitted to re-register on the same programme					

* Key to Module Statuses	
Core Modules	Must be taken and must be successfully passed

Programme Delivery Structure: Part-Time				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline
		Autumn Semester / Spring Semester		
TOUR6001	Applied Safety Licensing and Event Legislation	Autumn	Written Exam (100%)	October
TOUR6002	Business Continuity and Crisis Management for Events	Autumn	Written Assignment (100%)	November
TOUR6003	Post Event Evaluation Report	Autumn	Report (100%)	December
Students existing at this point with 60 credits at level 6 would receive an Advanced Diploma				

Programme Delivery Structure: Spring Part-Time				
Module Code	Module Title	Delivery Pattern	Method(s) of Assessment	Approximate Assessment Deadline
TOUR6001	Applied Safety Licensing and Event Legislation	Spring	Written Exam (100%)	February
TOUR6002	Business Continuity and Crisis Management for Events	Spring	Written Assignment (100%)	March
TOUR6003	Post Event Evaluation Report	Spring	Report (100%)	April
Students existing at this point with 60 credits at level 6 would receive an Advanced Diploma				

Exceptions to Academic Regulations

There are no exceptions to the Academic Regulations apply for the Advanced Diploma Event Planning Operations and Safety Management

Methods for Evaluating and Improving the Quality and Standards of Learning

Mechanisms used for the Review and Evaluation of the Curriculum and Learning, Teaching and Assessment Methods

- Module Evaluation
- Programme Validation and Periodic Review
- Annual Monitoring
- Peer Review of Teaching
- External Examiner Reports
- Student Success and Quality Assurance Committee

Mechanisms used for gaining and responding to feedback on the quality of teaching and the learning experience – gained from: Students, graduates, employers, placement and work-based learning providers, other stakeholders, etc.

- Staff Student Forum
- Module Evaluation Forms
- Programme Evaluation: National Student Survey, UK Engagement Survey
- Module/Programme/Personal tutorials
- Meetings with External Examiners

Date of Programme Specification Production:

22 May 2020

Date Programme Specification was last updated:

N/A

For further information about this programme, refer to the programme page on the University website – <https://www.cumbria.ac.uk/study/courses/cpd-and-short-courses/university-advanced-diploma-event-planning-operations-and-safety-management/>

The following information has implications for potential international applicants who require a Tier 4 visa to study in the UK

Is the placement requirement more than 50% of the programme?

No

If yes, what % of the programme is the placement requirement?	N/A
If yes, is the amount of placement a statutory requirement to meet Professional, Statutory or Regulatory Body (PSRB) or Department of Education requirements?	No