



Tottenham Hotspur Foundation and Hertford Regional College

Bespoke HND Event and Stadium Management

In this case study, we look at the **bespoke Higher National** qualifications we have created with the Tottenham Hotspur Foundation and Hertford Regional College to widen participation in higher education for young people from North London. In particular, the area around Tottenham's new stadium at White Hart Lane, which is part of a 20-year regeneration programme for Tottenham led by Haringey Council.

The Tottenham Hotspur Foundation prides itself on creating opportunities that change the lives of those living in its local communities and around the world. Their higher education provision was launched in 2010 and offers students the opportunity to gain higher level study and professional skills within a Premier League football club.

Their motto '**Every Student Matters**' is at the heart of everything they do and their mission is to provide a supportive learning environment for their students to ensure that they can be successful in their studies.

They work with a wide range of age groups from primary school children and their parents, to older people living in sheltered accommodation. However, education and employment opportunities are at the heart of what they do. The Employment and Skills team works with residents in north London and Hertfordshire to develop vocational skills, gain work experience and access local job opportunities. They've **helped over 600 participants** of all ages and backgrounds into employment.

The Project

In the summer of 2016, Hertford Regional College and the Tottenham Hotspur Foundation commissioned the development of bespoke Pearson SRF Higher National qualifications in **Event and Stadium Management**.

The Higher Nationals focus on the operations management of this internationally renowned sports stadium. They embrace all of the diverse aspects of event management within the environment of a modern 21st century stadium, and the knowledge and skills required to work within an elite and professional event management organisation.

Students will attend face to face delivery of lectures, seminars and tutorials over three days per week. They will also participate in work placements at the stadium that average 4 hours per week over 23 weeks, including merchandise sales, hospitality and catering, VIP support, stewarding and crowd management. Work placements will occur on match and non-match days.

Commissioning a BTEC Higher National qualification allowed the Tottenham Hotspur Foundation and Hertford Regional College to **address skill shortages** in the sector by delivering the most relevant content, tailored to the needs of employers. This is a good example of how technical professional educational needs can be met by bespoke higher nationals, particularly if any employers are looking to provide training at level 4 or 5 to meet the requirements of the apprenticeship levy. It really demonstrates the impact of what can be accomplished when employers and local colleges work in collaboration to widen participation in higher education.

These new BTEC Higher National qualifications will be **launched in September 2017**, and a Higher National Diploma qualification holder may progress into Honours Degree top up programmes at either the University of Hertfordshire, or the University of Middlesex.