

Historic Environment Management 2020-2021

Semester One [21st September 2020 – 15th January 2021]

Module Code	Module Title	Level	Credits	Module Leader	Contact Hours	Intended Learning Outcomes (ILOs) assessed	Assessment Task(s)	Submission Date
CHI-4719	The Present Past: The Idea of Heritage	7	15	Geraint Coles	30	<p>LO1 Critically evaluate the concepts of heritage and cultural heritage and the many settings and multiple ways in which they are employed.</p> <p>LO2 Understand, explore and critically assess the complex, interlinked and changing social, cultural, ethical, political, aesthetic, economic and environmental factors, values, biases, assumptions and ascriptions that underpin and influence the study of cultural heritage.</p> <p>LO3 Address and reflect on how such economic, cultural and social factors shape public and political perceptions of community and national heritage.</p> <p>LO4 Demonstrate the critical application of the principles, philosophies and ethical concerns of heritage and cultural heritage to the conservation, preservation, management and stewardship of the heritage record in its widest sense.</p>	A Research Paper exploring a key issue in Cultural Heritage. (3000 words, excluding illustrations, tables and appendices)	Tuesday 5 th January 2021
CHI-4710	The Challenge of Change: Significance, Planning Policy & Law	7	15	Geraint Coles (ANO)	30	<p>LO1 Demonstrate critical understanding of the complex contemporary economic, social and political issues facing cultural heritage.</p> <p>LO2 Investigate and evaluate the range of threats facing the historic environment and be fully cognisant of the concepts of context, significance and value.</p> <p>LO3 Understand and be familiar with the use of legal tools and instruments to protect the historic environment.</p>	<p>(a) Presentation of a short (15 minute) paper for a “mini-conference” on a topic set at the start of the year. (Equal to 1000 words)</p> <p>(b) A written research paper building on the mini-conference presentation. (2000 words).</p>	Thursday 7 th January 2021

**To be updated annually*

						L04 Demonstrate a critical awareness of the roles of key international, national and local agencies in heritage protection.		
CHI-4711	Management & Leadership for Cultural Heritage	7	15	Geraint Coles	30	<p>L01 Demonstrate the application and critical understanding of project planning for cultural heritage including the use of appropriate project management tools and the assessment of costs, benefits and risks.</p> <p>L02 Address and reflect on appropriate management and leadership styles for cultural heritage.</p> <p>L03 Demonstrate a working knowledge and understanding of staff management, volunteer management and community engagement appropriate to different heritage contexts.</p> <p>L04 Demonstrate a working knowledge and understanding of accounting and financial management for different heritage contexts.</p> <p>L05 Evidence of a working knowledge and critical understanding of the legal requirements and frameworks for cultural heritage projects.</p>	<p>A formal consultancy report undertaking a critical, reflective, contextualised analysis of the management & development of all key aspects of a major change project at a heritage site or museum.</p> <p>To be based on an extended data gathering visit and interviews. (3000 words, excluding infographics, figures, tables, references and appendices).</p>	Tuesday 12 th January 2021
CHI-4720	Heritage Interpretation	7	15	Geraint Coles (ANO)	30	<p>L01 Demonstrate a critical understanding of the interpretive narrative and an awareness of how this varies between users and communities and over time.</p> <p>L02 Demonstrate a broad based understanding of the audience reach, costs and benefits of different approaches to interpretation.</p> <p>L03 Analyse, critically assess and comment creatively and constructively on an interpretation plan and be able to evaluate its appropriateness for a given site or collections..</p>	<p>An outline interpretation plan for a given heritage site (supported by an appendix containing plans, indicative display designs and images).</p> <p>3000 Words (excluding appendices, drawings and tables)</p>	Thursday 14 th January 2021

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Semester Two [18th January 2021 – 21st May 2021]

CHI-4717	Management of Historic Buildings & Heritage Sites	7	15	Geraint Coles	30	<p>L01 Demonstrate knowledge and understanding of potential heritage audiences through the analysis of the demography and segmentation of communities, populations and target groups.</p> <p>L02 Understand and critically assess the application and development of brands and branding to audience development across cultural heritage.</p> <p>L03 Assess, evaluate and employ different media forms to communicate and promote the aims and aspirations of a heritage project.</p> <p>L04 Critically appraise market intelligence and audience research to develop and articulate a coherent marketing strategy for a heritage project.</p>	<p>A reflective diary recording the participant's reactions during extended visits to two heritage sites or museums. (3000 words, excluding photographs, diagrams & tables, etc.).</p>	Tuesday 11 th May 2021
CHI-4703	Cultural Heritage Research: Design, Methodology & Management	7	15	Geraint Coles	30	<p>L01 Undertake critical review and analysis of multiple data sources to identify and isolate key issues or problems in heritage.</p> <p>L02 Demonstrate a critical understanding of qualitative and quantitative research methodologies through the selection of appropriate tools for research in different contexts.</p> <p>L03 Design a rigorous multidisciplinary research strategy.</p> <p>L04 Plan for, and manage, the delivery of a multidisciplinary research strategy.</p>	<p>A research strategy for tackling a key problem in Cultural Heritage. (3000 words, excluding diagrams, table and references).</p>	Thursday 13 th May 2021
CHI-4721	Engaging People & Communities: Audience Development & Marketing	7	15	Geraint Coles	30	<p>L01 Demonstrate knowledge and understanding of potential heritage audiences through the analysis of the demography and segmentation of communities, populations and target groups.</p> <p>L02 Understand and critically assess the application and development of brands and</p>	<p>(a) A draft Marketing Plan for a given site or location in the form of an executive summary, an actions table and a supporting appendix containing a short audience analysis. (1500 words, excluding text in drawings, tables, illustrations or appendix).</p>	Tuesday 18 th May 2021

**To be updated annually*

						branding to audience development across cultural heritage. L03 Assess, evaluate and employ different media forms to communicate and promote the aims and aspirations of a heritage project. L04 Critically appraise market intelligence and audience research to develop and articulate a coherent marketing strategy for a heritage project.	(b) A storyboard incorporating text, illustrations and media for a short marketing film (an "infomercial") about the given site or location described in part (a). (Equivalent to 1500 words, excluding text in drawings, tables, illustrations or media).	
CHI-4718	Heritage, Regeneration & Place Shaping	7	15	Geraint Coles	30	L01 Demonstrate a critical understanding of the principles and practice of social, economic and environmental regeneration. L02 Explore, research, understand, and critically assess heritage resources in a regeneration context. L03 Express a coherent vision for the future of historic buildings, structures, environments and landscapes. L04 Make reasoned interventions in debates about the sustainable repurposing and reuse of heritage assets based on an understanding of the "sense of place", historical significance and community needs.	(a) A heritage-led development pitch setting out a proposal for the regeneration of a given locality or building. (10 minute workshop pitch with rough designs, equivalent to 2000 words, excluding figures, tables, and appendices). (b) A report expanding on the initial pitch and setting out a coherent plan for the regeneration of the given locality or building. (2000 words, excluding figures, tables and appendices).	Thursday 22 nd May 2021

Summer [23rd May – 14th September 2021]

CHI-4700	Dissertation or Professional Product in Cultural Heritage.	7	15	Geraint Coles	30	L01 Design an appropriate and feasible research plan L02 Select and develop appropriate research instruments L03 Analyse and interpret quantitative and/or qualitative data L04 Analyse issues raised by the data, use theory to understand the data and reach defensible conclusions.	A Dissertation or Professional Product undertaking a piece of original research in an area of Cultural Heritage (20,000 words excluding figures, tables and appendices)	Thursday 2 nd September 2021
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