

The logo for UKCMA features the acronym 'UKCMA' in a bold, dark grey sans-serif font. The text is centered within a white rounded rectangle. This rectangle is set against a background of overlapping, semi-transparent shapes in shades of teal and light green, creating a layered, modern look.

UKCMA

VISION

A UK where professional crowd management ensures safer crowds

MISSION

Advance professional, inclusive, evidence-led crowd management by raising standards, supporting practitioners, strengthening collaboration, and acting as a trusted voice.

VALUES

SAFETY FIRST - We prioritise public safety and wellbeing in every crowd environment.

PROFESSIONALISM - We uphold high standards of competence, ethics, and accountability.

CREDIBILITY & INTEGRITY - We ground our guidance and decisions in evidence, expertise, and transparency.

COLLABORATION - We work constructively with members, partners, regulators, emergency services, and stakeholders.

INCLUSIVITY - We value diverse perspectives and support equitable access to knowledge and safe spaces.

CONTINUOUS LEARNING - We promote research, reflection, and professional development across the sector.



UKCMA

STRATEGIC PILLARS

GROWTH

Champion the profession and our members.

STANDARDS

Raise standards through collaboration.

COMMUNITY

Build an inclusive, diverse, accessible, and relatable learning community.

GOALS

Represent our members and elevate the recognition of their crowd safety contributions, establishing UKCMA as the UK's authoritative voice on crowd management.

Collaborate with stakeholders to raise professional standards and enhance public safety nationally.

Enable inclusive learning and create clear entry routes into the profession, improving representation and supporting diversity across the industry.